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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXI. NEW YORK, NOVEMBER 17, 1897.

No. 7.

Looked for
the News!

BOOKS OPEN
:::: TO ALL

189,466 Copies

made up the actually ordered and delivered circulation of

THE PHILADELPHIA RECORD

On Wednesday morning, November 3, 1897 (the day after election). Folks wanted the returns and sought "The Record" for them. Yet these figures, as big as they are, only showed about 20,000 more copies than the regular daily circulation of this admirable newspaper.

There's a hint to advertisers.

Average Circulation in 1896:

Daily Edition, 170,402
Sunday " 124,234

For rates address

THE RECORD
PUBLISHING CO.,
PHILADELPHIA.



The local weekly is the family paper.

It is read by every one in the family, no matter what other publications may be subscribed for.

The city dailies and the magazines may dispose of a few copies in the town, but everybody worth reaching reads, and buys from, the local weekly.

The hold it has upon the people of its town is absolute and can not be shaken.

It is practically the ruler of its locality.

To secure the attention and confidence of its constituents that local weekly must be used.

Nothing else takes its place—nothing can.

1,600 local family papers in the New England, Middle and Atlantic Slope States are combined into ten separate divisions, which together comprise the Atlantic Coast Lists.

They reach a million families every week.

One order, one electro does the business.

Catalogue and information for the asking.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1902.

Vol. XXI.

NEW YORK, NOVEMBER 17, 1897.

No. 7.

THE RELATIVE ADVERTISING VALUE OF DAILY, WEEKLY AND MONTHLY PUBLICATIONS.

At the monthly meeting of the Sphinx Club, an association of New York advertising men, held at the Waldorf, on the night of Wednesday, November 10th, the subject for consideration was: The Relative Advertising Value of Daily, Weekly and Monthly Publications. Mr. Geo. P. Rowell, publisher of *PRINTERS' INK*, a journal for advertisers, was appointed to open the discussion, and gave expression to his views as follows:

We have to think more of the character of the advertisement than of the frequency of issue of the medium to be considered. No one would put a want or to let advertisement in a monthly. Even a weekly would not be used if a daily were available. These are examples of sorts of advertising for which monthlies and weeklies are unsuitable, but there is no kind of an advertisement that is not well placed when it appears in a well chosen daily.

A paper that is well printed is on that account of more value to an advertiser than on account of any infrequency of issue. It is true that there is a well founded prejudice against super-calendered paper and extra fine press-work, because these are earmarks that indicate a small edition, but given editions of equal size, the handsomely printed publication, on good paper, is worth more than the poorly printed one on bad paper. A cleanly printed daily is better thought of, and more thoroughly read by its purchaser, than a dirty, smudgy weekly: and to-day the average daily is as well printed as the average weekly. The great number of badly printed monthlies that are put out would surprise the person who should attempt to make a collection of them.

A dead advertisement, or one that stands from season to season without

change, excites the reader's detestation both for itself and for the sheet in which it appears, and standing, stereotyped advertisements are more common in weeklies than in dailies, because, although the daily charges less in proportion to circulation, its more frequent appearance makes the advertisement cost more per month or by the year, and on that account the advertiser gives the daily more care and is less likely to forget about and neglect his advertisement in it.

When an advertisement is small its effectiveness is vastly enhanced by being placed with others of the same general character, and the perfection of classification is only to be looked for in the daily paper: except, perhaps, in the case of school advertisements to which some monthly magazines pay unusual attention.

If the frequency or infrequency of issue of a publication is worthy of any consideration at all in fixing its value to an advertiser, it is not of anything like so much consequence as the quality of it when it does come to hand. Not how often does it appear? but how good is it? That is the question.

The price at which the publication is sold has an important bearing. It is true that a high selling price commonly insures a small edition, and it is mainly by the number of copies that the advertiser must gauge the capacity of a paper to benefit him; but where a large issue and a high subscription price are found in conjunction, that is the best advertising medium, whether issued frequently or seldom.

A one-cent paper is a one-cent paper, and not only is it worth no more because it comes out at infrequent intervals, but quite the contrary. Some one-cent dailies are excellent. The *Chicago Tribune* is sold for a cent, and some people assert that it is the best newspaper published on this continent or in this world. Surely no weekly or monthly selling at a corresponding price can be

pointed out that compares with it in value to reader or advertiser.

The only thing that makes our superb monthly magazines worth more to an advertiser per line per thousand copies issued, is the superior excellence of the paper and illustrations. These cause them to be intrinsically worth a greater sum of money and there is a consequent greater probability of copies being preserved and looked at several times. A monthly like *Comfort*, or the agricultural monthlies sold for a cent, or two cents, or five, gets no more attention from a reader and is worth no more to an advertiser, per thousand issues, than a daily paper sold at a similar price and presenting an appearance equally creditable.

It is urged against daily papers nowadays that their circulations are unnaturally forced and that a considerable percentage of the number printed comes back unsold and unread, but it is probable that what is charged in this way is equally true of the low-priced weeklies and monthlies, and although these may not be so certainly returned, they make up for that by going sometimes in twos, threes and half dozens to single names of persons who not only do not pay for them, but do not want them or even look at them.

The impression that weeklies are more carefully read than dailies is erroneous. The daily is sure to be read, but many excellent weeklies are taken from force of habit and are put aside without being glanced at and sometimes without being so much as removed from their wrappers.

The mind of man works best under pressure. The daily paper is scanned quickly but not the less thoroughly. If a small advertisement is overlooked it is because it does not appeal to any want of which the reader is conscious.

The advertiser who advertises only in daily papers has a much better chance of success than the advertiser who advertises only in monthlies or only in weeklies.

That a modern dry goods advertisement ever appears in a weekly paper at the present day, is owing solely to the survival of an old-time idea that the weekly must possess some special value. All the teachings of every-day experience go to show that it does not.

Many shrewd advertisers make liberal use of the expensive monthly magazines, but they use them in much the same way that they do the poster and

the card in the cable cars. They serve to attract attention, but this same advertiser, when he has a story to tell, goes to the daily paper.

The daily paper is the paper of to-day. An advertisement in it bears fruit to-day or to-morrow. Its results come while the advertiser's interest is alive and alert. The daily paper nowadays is the best religious paper. Considering its price, it is the best literary paper. For the money charged it is the best magazine. The Brooklyn *Eagle* and the New York *Post* are as carefully read as the *Independent* or the *Observer*, and advertisements in them are worth as much and cost less. The *Sunday World* is as carefully read as *Munsey's Magazine*. It prints as many copies. It would be worth as much per line for an advertisement if it were as well printed and on as good paper.

Neither weekly or daily can exist without advertisements, but the advertiser who goes to the weekly in preference to the daily is, like the paper itself, a survival from a time that has gone by. Were it not for those who cling to the obsolete idea of its value, the weekly would pass away even more quickly than it is now doing. The weeklies will soon cease to exist except as trade and class papers and to represent special interests and communities not large enough to support a daily.

Gentlemen, if you would advertise and become wealthy, spend your money with the daily paper. If your money for advertising purposes increases, put that also into the daily paper. If you must go further, use the well printed monthlies. There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use; for there are dailies enough to absorb his appropriation, and for every dollar he will invest, the daily gives greater and better service than the weekly can afford.

FOR THE YOUNGSTERS.

A thing a new advertiser must overcome—and only time will do it—it is to convince people that he is in earnest. He must identify himself in some way. He must convince the man who reads his advertisements that he is reliable, that he will do what he says; and he can only do this by telling him so week after week and month after month. Persistence is one of the most important elements in successful advertising. Old advertisers do not need to be told this; but this sermon is intended for the youngsters, who want to be successful in their advertising, but don't know how.—*Advertising.*

TONNESEN MODELS.

A young woman artist in Chicago, Miss Beatrice Tonnesen, who owns a large photograph studio on Michigan avenue, has, in connection with portrait work, developed model photography. She uses models just as any artist uses his models, only in place of brush and paint she uses the camera

and such accessories as are needed to make the picture. In this way beautiful art pictures are made.

Besides this purely artistic use of models, there is also a practical com-

mercial use, which is at the same time artistic. That is to say, these pictures are used in advertising. So utilized, they give an air of life which a picture reproduced from a wash drawing can not hope to simulate.

This work, which is also done by Falk and other photographers in New York, is rapidly coming into favor. Few of the pictures produced excel those of Miss Tonnesen, one of which is here reproduced.—[EDITOR P. I.]

POSING FOR ADS.

Readers of magazines can not have failed to have been impressed with the "rosebud garden of girls" that has within recent years sprung up in the advertising pages. Manufacturers of soaps, soups, dentifrices, shoe dressings, confectionery, canned foods, corsets and scores of other articles rely nowadays on a pretty face or figure to attract attention to their announcements — and certainly it would be hard to find anything that would attract more attention.

"I wish you would explain to me," I said to Mr. Falk, the pho-



tographer, "how you set to work to prepare a picture for advertising purposes."

"Well," said Mr. Falk, "the first thing to find out is what the advertiser wants. We get at this by questioning him. Sometimes he doesn't know himself. Then we make suggestions; he modifies them; and at last, between us, we decide in a general way what the picture shall represent. The next step is to get a suitable model. The subject of the picture determines to a great extent the selection of the model. Sometimes a serious face is desired—sometimes a laughing one. For a hair tonic, a girl with a good head of hair must be chosen; for a dentifrice, one with good teeth. She must be good looking in either case—that is the one point on which all advertisers are unanimous. Next comes the question of costume—street gown, dressing gown, night gown—or what. Then the question of background; sometimes none is necessary; sometimes one has to be specially painted, but as a rule we can find something in stock that will answer.

"There," said Mr. Falk, pointing to a rack of scenes that occupies one side of the studio, "are a hundred and fifty backgrounds: interiors, exteriors, marines, woodlands, street views—pretty much everything, in fact, that you can think of. We draw on those for our backgrounds. Next the question of accessories must be settled. A pretty table, chair, or other bit of furniture will often add immensely to the effectiveness of a picture. If we haven't what is needed on hand we hire it for the occasion. Then when the model, costume, background and accessories have all been secured, the real work begins."

"What do you call the 'real work'?"

"The posing of the model. This is the most difficult part of it all. There are so many ways in which she may be posed, and yet only one way, perhaps, that will give the effect we are striving for. Then, too, the camera confines us somewhat. It is only a machine, and it has its limitations. For instance, you can't pose the model with the arm extended toward the camera. That would throw the hand and arm out of all proportion. You may have seen some such absurd effects as this in the work of amateur photographers. Sometimes, too, the model will suffer from self-consciousness.

This is one of the hardest things with which we have to contend. The only way to overcome this difficulty is to have the model assume one pose after another, telling her you are not going to take the picture just then, that you merely want to decide on the best pose. Then when she takes the pose and expression you want, spring the shutter before she knows what you're about, and you've got your picture.

"On the other hand," continued Mr. Falk, "the model is frequently very helpful. A bright girl will enter into the spirit of the thing and will suggest poses herself, often better ones than either the advertiser or I could think out. Sometimes, too, after spending a whole morning in trying to get a certain effect and not getting it, an accidental movement of the model, an impatient gesture, will perhaps give exactly the expression we have been striving for. No matter what my preconceived notions may have been, I never hesitate to abandon them if one of these happy accidents comes along."

"Are you satisfied with getting one good picture?"

"Well, personally, I am; but we usually take two or three, so that the advertiser may have a choice."

"Are these retouched?"

"Oh, yes! Sometimes entire new backgrounds are painted in. Sarony, who has done more than any other man to raise photography to the rank of an art, was a master of this branch of the business. There's an example of retouching," continued Mr. Falk, pointing to a photo of a thinly clad young woman seated on a crescent moon. "As a matter of fact," he said, "she was sitting on a soap-box, but the box was scraped out and the moon painted in on the negative. This method, however, never gives entirely satisfactory results. It would have been much better if we had suspended a wooden moon a few feet above the floor, and posed the model on that. The one thing that makes a photograph so valuable as an advertisement is the conviction of truthfulness that it carries with it. Retouching destroys this element of truthfulness by converting the photograph into a drawing. One discounts a drawing because he thinks the artist may have exaggerated, but a photograph is accepted without question as being a faithful representation."

"What does a photo for advertising

purposes cost?" I asked in conclusion.

"I couldn't give you even an idea about that," said Mr. Falk, "the price varies so greatly. As a rule, however, you can count on getting a photo for about the same money that a second-rate artist would charge for making a wash drawing—or perhaps a trifle less."—*Art in Advertising.*

THE TURN OF THE TIDE.

By John C. Graham.

There are many successful advertisers to-day who can look back to the times of their early ventures, their trials, struggles, hopes and disappointments. They are those who have had the most implicit faith in persistent advertising and its inevitable good results, and they are now reaping the reward of their faith which has survived all difficulties, all obstacles, all temporary failures. They are men who were content to risk their time, labor and money on a sea of seeming doubt, and patiently wait for the turn of the tide which would carry them to permanent success.

It is not given to many men to stick stoically to their colors in an advertising campaign in spite of repeated reverses, disappointments and disasters. Nine-tenths of those who begin advertising do so timidly, apprehensively, doubtfully. Half of them drop out of the fight at the first failure. Some may have more courage and try to battle it out for a little while, but a succession of failures will drive even them from the field. It is no exaggeration to say that at least one-half of those who have failed in advertising have done so because they lacked stamina and strength enough to persevere.

Yes, you say, but suppose that a man's capital gives out before his faith or his perseverance? He can't continue to advertise without capital.

To which I reply that he should not begin without capital sufficient to permit him to wait for results. Immediate success from advertising is so rare that no sensible man would start with the idea of making money on his first investment. Such successes are exceptions to the rule, and are scarcely numerous enough to be worth quoting. There is hardly a single well-known advertiser of the present day who has not had to patiently pay out his good money and wait for the turn of the tide—until the flow of profits set in towards his own coffers.

There have been, and there still are plenty of publishers and solicitors who have deliberately lied to the new advertiser in painting glowing pictures of the immense fortunes that awaited him if he would try the magic of printer's ink in their publication. Not once in one thousand times is their prophecy realized, but, instead, the advertiser becomes disgusted with his failure to get immediate returns, and, not unnaturally, asserts that "advertising does not pay." Had he been properly advised at first, and told to experiment cautiously and in a small way, he would have been enabled to wait for the tide's turn.

No solicitor, publisher, special agent, or any one else has the true interests of good advertising at heart who willfully exaggerates probable results to a beginner. It may serve his turn for the time being, but it would be better for his future if he told the truth—that advertising even in the best of mediums is mostly problematical, that it takes time, patience, and possibly a considerable outlay of money to create a demand for a new article, and that it is not wise to commence advertising at all unless the advertiser have sufficient capital to enable him to wait for the turn of the tide.

It is a matter of common knowledge to observant people that every new advertiser is regarded by the public with distrust. It wants to know more about him before it will patronize him, more about his goods, more about his own confidence in it. The latter is best exemplified by his willingness to continue before the public, to persist in advertising his product because he knows he has a good thing and is prepared to back his opinion.

I do not know of a single case on record where an advertiser, having a good article, and advertising the same judiciously and persistently, has failed to meet the turn of the tide, or to find that his early expenditures—fruitless though they at first seemed to be—were returned to him many times over when the public had been convinced of the value of his goods, which it only can be by their being continuously advertised.

A SIGN OF THE TIMES.

We have seen in several business houses a sign put up which reads: "We patronize newspapers only in advertising, and it will be useless to approach us with a programme, bulletin or any similar scheme."—*Western Advertiser, Omaha, Neb.*

Scranton Engraving Company

Designers—Illustrators—Photo-Engravers

Stereotyping

Republican Building

Five Half-tones for Smooth Paper.
 Four Half-tones for Newspapers.
 Quick Line Engraving.

OCT 30 1897

RECEIVED

NOV 1 1897

GEO. P. ROWELL & CO.

"Printers' Ink,"
 New York.

Please drop our ad for
 next issue, if possible at this late
 hour. Can't attend to the inquiries
 it brings in. Yours respectfully,
 Scranton Engr.

A MODERN FABLE WITH A MORAL.

Experience, it is said, is a wise teacher. It is usually an expensive teacher—but not necessarily so, as I will endeavor to prove. A man in St. Louis had a patented preparation, from the sale of which he intended to make an immense fortune in a few months. He had no experience whatever in publicity, but argued that the mere insertion of an ad in a line of the best daily papers in the country would sell innumerable bottles. Being a man of some means, he was able to experiment, with this result:

At a cost of several thousand dollars he installed a laboratory for the manufacture of his medicine, and proceeded forthwith to prepare it in quantities that would supply the entire universe, expending, of course, several thousand dollars more. In the meantime he bought advertising space in the most expensive mediums far and near, expecting to startle the world with a week's—every other day—advertising. After this enormous expenditure he sat down to await returns. But returns did not materialize—he let go too soon. Concluding that he had made a bad investment, he charged it up to experience, and hit upon the happy idea of placing his product on sale at the drug stores. Without a thought for the future, any more than the anticipation of a million in sight, he consigned large quantities to druggists throughout the country. He again awaited results. Without advertising, the druggists were unable to dispose of the stock. At a loss as to

what new method to pursue, the man who was going to make a fortune every month was advised to take what little remained of his original capital—not enough to advertise extensively—and start an experienced man out into the country to appoint agents. This he did, and as a consequence he is slowly recovering the money which he lost in experimenting. In a recent interview he informed *Ad Sense* that he had learned a lesson which had cost him a small fortune. He admitted that small expenditures to begin with would have taught him the same lessons—would have given him the same experience which he had paid for so dearly. His rash experiments had cost him thousands of dollars, where hundreds of dollars would have been sufficient had he gone at it slowly and conservatively. So it is with many failures in life. Most unsuccessful men pay entirely too much for their experience—more than the market price. Experience does not necessarily cost so much. You can reduce the price by thinking twice before you leap.—*Ad Sense*.

THE ADVERTISING PLUNGER.

A plunger in advertising stands about the same chance of coming to grief as does the plunger on the race-track, and the indisputable truth that there are a few who have succeeded by this method is the exception that proves the rule. Advertising is as sure to pay as the sun is sure to rise, but it must be the right amount of the right kind in the right place.—*Profitable Advertising*.

THE CIRCULATION
OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

THEORY IN ADVERTISING.

By John S. Grey.

Now and again we read in advertising journals that ought to know better, the variously-worded statement to the effect that theories in advertising are useless; that attention should only be given to practical ideas of publicity.

Theories in advertising, as in everything else, even when impracticable, have a certain value of their own, and the logical theorist is a valuable member of the community. He furnishes ideas, suggestions and courses of thought to those who have no ideas and no original ways of thinking. The theorist is the forerunner of the practical man. He is his advance agent, as it were, and a necessary one at that. There can be, and there are, theories without practice, but there can not be any practice without the theory. Those who shout the most about the practical side of advertising seem to forget that it all had its origin in theory.

No sensible person would think of undervaluing or deriding an architect's plans and specifications. Yet they are nothing but theories on paper—the intangible ideas of something to be done. But such plans and specifications are necessary before the builders, the practical men, can go to work. You never hear an architect laughed at or belittled because he is a theorist, nevertheless that is just what he is. You *will* hear, however, that he and not the builders—the practical men—gets the praise for the beauty and strength of the structure when it is erected.

Every invention that is now in practical use, the telegraph, telephone, typewriter, railroads and electric cars, were the results of theories held by their inventors. All scientific men are necessarily theorists. Their researches are pursued on undefined ideas—their discoveries are the results of their theories. Very often when one of these people advances a theory that appears to be extravagant, the public laughs at it, but when it is demonstrated that the theory can be reduced to practice and that it will be valuable to mankind, we cease laughter and admire.

The discovery of America was the result of a theory, but has anybody tried to belittle Columbus on that account? The fact is that practice itself is simply the result of theory, and to denounce the theorist is to denounce the originator of everything we possess.

There is not a successful advertising business to-day that has not been conducted on theoretical lines at first. The test of a theory constitutes practice. The fact that such houses continue testing their theory shows that they have faith in it. Their faith doubtless comes from the practical results, but they had their origin in theory alone.

When any one says: "I am a practical man, I don't believe in theory," he might say with equal reason: "I believe in men, but I would do away with all babies." Practice is the effect of which theory is the cause. Without theory intelligent practice is impossible.

Those who condemn theorists have seldom any ideas of their own, yet they have the faculty of knowing how to use the theorists for their own practical and personal gain. It is seldom indeed that the promoter of a theory receives the value of it. The so-called "practical man" comes along and unblushingly utilizes his ideas, making, at the same time as he puts the theory into practice, the remarkable assertion that a theory never amounted to anything until put into practice. An easy reply to which is: "Where would the practice be without the theory?"

I have said above that even impracticable ideas have a value. They may be theories that can not be utilized as they stand, nevertheless, they are good enough to suggest others, and often convey a hint that is just necessary to make a success of another idea. The logical theorist, therefore, is a useful member of society and we could not very well dispense with him. In advertising, he is of more value than the "practical" man who fails at everything he touches, whose vaunted knowledge is nothing but verbal vamping, and whose boasted experiences in business are chiefly remarkable on account of his want of success.

THE POINT OF VIEW.

Not one business man in twenty can write an advertisement. Moreover, they study their business from their own standpoint. An outsider can better study the business from the standpoint of the man who buys, and that is the view point from which to write ads.—*Country Editor.*

SIZE ISN'T POWER.

The size of an ad doesn't determine its relative drawing power. It should be large enough to be seen and well enough written and set to insure its being read and to give it a convincing power. The setting and kind of matter are the essentials—not the mere size.—*Advertising Experience.*

Along Sixth Avenue

Statements of representative newsdealers on one street in the city of New York as to the progress of the circulation of THE NEW YORK TIMES:

FRANK J. GORMLEY,
57th Street and Sixth Avenue:

"My order for the NEW YORK TIMES has doubled within the last three months. Many of my customers are changing to THE TIMES from other morning newspapers."

JOHN MARTIN,
Clinton Place and Sixth Avenue:

"My sales of THE NEW YORK TIMES have doubled in the last year."

J. APPLEBAUM,
Ninth Street and Sixth Avenue:

"The demand for THE NEW YORK TIMES at my stand is steadily increasing. My sales have increased fifty per cent in the last twelve months."

GEORGE BANCKER,
Eleventh Street and Sixth Avenue:

"My sales of THE NEW YORK TIMES show a strong increase."

J. LEVY,
Washington Place and Sixth Avenue:

"My sales of THE NEW YORK TIMES have doubled in the last year."

LIPSET BROS.,
1020 Sixth Avenue:

"There is a great demand for THE NEW YORK TIMES. My sales have increased 40 per cent on my route and 10 per cent on my stand sale. The magazine is proving a very popular feature."

A similar story might be told of nearly every other street in the Greater New York on which there are news-stands.

The New York Times

"All the news that's fit to print."

THE RESULTS OF ADVERTISING.

When a man puts an advertisement in a paper, he must not expect that his everlasting fortune is made. It takes something in addition to printer's ink to sell goods. The advertisement will bring the customers into the store, but then the salesmen must do the balance of the work. A few days since a newspaper man complained that his people sometimes kicked, and stated that while the advertisement in his paper brought plenty of inquiries, yet it did not make as many sales as it should. An advertiser who was standing listening to the conversation replied: "I spend about thirty thousand dollars a year with the papers. I sell an article which retails at over one hundred dollars, and on which there is a good profit. Whenever an inquiry comes to me, I always send my nearest salesman to see the party, and then make sales to about three-quarters of the inquirers." That man's advertising paid him well, though it is doubtful if it would have done so had he not followed it up. Another word in regard to inquiries. Possibly the first time you reply by mail to them, you may get only ten per cent of answers, but don't give it up. Try them again a month later with a new circular and you will get another ten per cent. Keep it up until you have secured at least seventy-five per cent in the aggregate. It will pay to do so.—*Agricultural Advertising.*

ADS GRAVITATE TO IT.

Establish the reputation of having the largest circulation in the county, and business follows in its wake. The merchant no longer tries to impress you with the fact that he is doing you a kindness when he advertises with you, but comes and solicits space, and the small, transient advertisements, which always pay the highest rate, come your way as a matter of course because everybody knows that you have the largest circulation.—*Grant W. Harrington, Democrat, Hiawatha, Kan., in Country Editor.*

HUMOROUS SIGNS.

Of unwittingly ludicrous or humorous signs there are plenty. A tinsmith near Exeter, England, has a sign which reads: "Quart measures of all shapes and sizes sold here."

At a market town in Rutlandshire the following placard was affixed to the shutters of a watchmaker who had decamped, leaving his creditors mourning: "Wound up and the mainspring broke." Equally apposite was one in Thomaston, Ga. On one of the principal streets the same room was occupied by a physician and a shoemaker, the disciple of Galen in front, while he of St. Crispin worked in the rear. Over the door hung: "We repair both sole and body."

On the windows of a London coffee room there appeared the notice:

"This coffee room removed upstairs till repaired."

The proprietor of the place was not an Irishman, though the framer of the notice over the entrance to a French burying ground, "Only the dead who live in this parish buried here," must have been.

One may see in the windows of a confectioner in Fourth Avenue, New York, "Pies open all night." A Bowery placard reads, "Home-made d'ning-rooms, family oysters;" while a West Broadway restauranter sells "Home-made pies, pastry and oysters," and still another caterer on East Broadway retails "Fresh salt oysters and lager beer."—*Stoves and Hardware Reporter.*

LITHOGRAPHY.

It was not until 1824 that lithography was introduced in the United States, the first to practice it being Messrs. Doolittle & Barnet, of New York City. A steady growth in its use followed, until to-day it forms a very considerable industry, in which millions of dollars are invested. It has received a great stimulus during late years, because of the general use of the poster for advertising purposes.—*Display Advertising.*

Points for a Business Man to Consider.

Success.

Hotel St. George.

BROOKLYN HEIGHTS.

A Hotel Family Hotel that Brooklyn has contained. Its success has been phenomenal. From a house of 100 rooms to 1000 is no over one of the largest in the United States, and offers the most comfortable and the most convenient, so far as location and accessibility are concerned, in the business most congenial to any other place in Brooklyn at New York. Why live in outer Brooklyn or Harlem when the City Hall, New York, can be reached in 15 minutes from the Hotel St. George?

Unlike Other Hotels

It is that it is renowned for its beautiful surroundings, CLEANEST and SLEET, for its elegant facilities, accommodations, having no less than 200. Elevators run all night. Telephone room being installed in every room.

IT WAS THE BEGINNING OF THE ADVERTISING HOTEL. IDEA THAT HAS SINCE BECOME SO POPULAR IN NEW YORK CITY.

Liberality in the management has been its strength from its inception, and to this result of its exceptional success may be attributed.

Special Prices

For families staying for the season and by the year, tables consisting of Parties, Business and Private Bath range in price from \$10 per week and upward, on the European plan, i. e., without meals; \$10 or \$12 per week and upward on the Continental or American plan, i. e., including meals. There is no tax. For parties, tables consisting of Parties, Bath and three Bed-rooms and Private Bath, may be secured for \$100.

Restaurant.

To which the Public are invited to dine on both Plans, i. e., American and European. The Price of Table Board by the week is fixed at \$10 and \$12 each week.

Table of Wine, including wine to \$10 A. N., \$10, and \$12.

The Restaurant charges on A la Carte Orders and Residents. Private Dining Rooms for Winter Parties.

Private Dining Rooms for Winter Parties.

MUSIC.

Music played by the Hotel St. George, N. Y., in the Restaurant and in the Private Dining Rooms.

By arrangement of the Hotel St. George, N. Y., in the Restaurant and in the Private Dining Rooms.

By arrangement of the Hotel St. George, N. Y., in the Restaurant and in the Private Dining Rooms.

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By arrangement of the Hotel St. George, N. Y., in the Restaurant and in the Private Dining Rooms.

Hotel St. George, Brooklyn Heights

WILLIAM T. HARRINGTON, Proprietor.

A HOTEL ADVERTISEMENT TAKING UP A HALF PAGE IN SO BIG A PAPER AS THE BROOKLYN "EAGLE" (ISSUE OF OCTOBER 12TH), DESERVES REPRODUCTION AND STUDY.

THE SAN FRANCISCO ..CALL..

JOHN D. SPRECKELS,
PROPRIETOR.

W. S. LEAKE,
MANAGER.

Best Staff of Correspondents !
Best News Service !
Best Local Equipment !

The Great Family Paper.
Into the Homes it goes.

Published every morning in the year.



CIRCULATION EXCEEDS

50,000

DAILY.



For sample copies, rates and further information, address

DAVID ALLEN,
Eastern Representative,

188 World Bldg.

New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The American Clay Working Machinery Co., of Bucyrus, Ohio, are sending out a very clever little advertising card, called a nugget from Klondike.

On one corner is pasted a little block of composition, covered with gold paint, so as to make it look like a nugget. The argument on the card is to the effect that there is no need to go to Alaska for gold bricks, when you can make so much money out of the ordinary brick through clay working machinery.

* *

I am in receipt of a letter from a Cincinnati merchant, in which he resurrects the old exploded theory that the American people love to be fooled. I don't believe anything of the sort, and I do not believe that Mr. Barnum, to whom the gentleman refers, believed anything of the sort in the sense that a great many business men wish to take it.

Mr. Barnum's business was the show business. In one sense it was his business to amuse people by deceiving them, just as Hermann and Keller amuse people by the tricks that they perform. Deception pays a slight of hand performer, because that is his business, but he is the only man that deception does pay. For instance, you go to the theater and you see a character made up to represent some of the ancient rulers who have died long ago. These characters are made up just as perfectly as possible, and in a certain sense are intended as deceptions to make a person feel that the real character is before them in spirit if not in body. This is really deception and is the kind of fooling that Mr. Barnum said the American people love to have.

The old idea that Mr. Barnum meant that American people loved to be cheated in the sense of paying for something that they did not get, is evidently a fallacy, because no one took more particular pains to give the people everything that they paid for, and more too, than did Mr. Barnum. His

business was a success, simply because he did *not* fool the people, when it came to giving them satisfaction for their money.

I am somewhat ashamed in this enlightened day to have to take up this subject again. The idea of fooling the people has been exploded so often that it is really amusing to see any one still hanging to it. Other friends will please take notice, that having answered this Cincinnati merchant, I prefer not to be asked such a back number question again, as to whether or not it pays to deceive your customers.

* *

Mr. W. G. Hard, of Naugatuck, Conn., writes me a letter and tells me about a special sale which he has in his store semi-annually. He sends me a couple of his advertisements which are very good. He says that in these sales he takes particular pains to only make such statements as he can carry out to the letter. In all his business dealings with the public he believes in doing just as he promises. While the advertisements are good ones, I believe that doing as he promises is the secret of his success. By filling every promise, Mr. Hard has no doubt trained his customers into the belief that they can always have confidence in his advertising. This increases the value of any advertisement many hundred per cent.

I notice one thing about Mr. Hard's advertisements in which they are much better than the advertising ordinarily seen in a small town. He talks right to the people in a plain, common sense way, just as though he had them before him. To show his style I will give two clippings from his advertisements. The advertisement is headed as follows:

CONSOLATION SALE.

I have been asked so many times since my mid-summer sale by my customers, "When are you going to have another sale?" It was so rainy the week of your sale that we couldn't get out, or else we were away on our vacations," and for these customers I have decided to have a sale to last two days only, next Monday and Tuesday, August 30th and 31st, 1897. It may rain this time,

but there will be no postponement on account of weather. The custom which I have heretofore carried out in my sales will so far as possible prevail in this one.

In the first place our ever-popular 5c. and 10c. counters will contain over 2,000 bargains by actual count, and for two days 5c. goods go at 3c.; 10c. goods go at 5c. This is the way we do it: Saturday night after closing hours we replace the signs on these counters by substituting a 3c. sign for a 5c. sign and a 5c. sign for a 10c. In addition every department feels the touch of this sale, as follows:

After this heading comes an attractive array of prices from various departments. At the foot of the advertisement, following the prices, is the paragraph which I give below:

I have hundreds of other bargains, but space forbids. Call and see me and see if I don't do as I agree. I never fool the public; goods as represented. Money back if you want it. A chance for young housekeepers to stock up their pantry. I make mistakes, as I am only human, but give me a chance to correct them. A word about the goods I deal in. My motto is to handle only well-known makes and brands. Where more than one quality is made I handle the better grade. Now don't forget what I told you. These prices are good for two days only, and as I write this (Wednesday) I think I have enough for every one. No goods laid one side, no favoritism shown; first come, first served. No goods delivered until Wednesday, September 1st. Remember, I am down town agent for Union City Coal Company. Have you placed your winter order for coal? Telephone call 2114-4. W. G. HARD.

The Economy Store, of Middletown, N. Y., are doing some very good advertising by means of a little publication which they call *Economy Store News*. It is a four-page sheet of three columns to a page. It gives a little touch on local and national affairs, tells something about the new railroad, the county fair, and some of the people of the community, and fills in the odd space with the matter about goods that are for sale at the "Economy Store." If your firm is going to get out a circular you will find that a little paper of this kind is very little more expensive and a great deal more likely to attract attention.

It has always been a wonder to me why the wholesale merchants do not do more to try and help the retailer in his business. There are one or two wholesale merchants in this country who are reaping a big harvest simply by doing what they can to help the retailer sell goods. I am in receipt of a little publication called *Prosperity*, by Messrs. Kuh, Nathan, Fischer & Co., of Chicago, and edited by their advertising man, Mr. Davis. This little publication simply dwells upon the mistakes

and successes of various merchants, and is somewhat of a reminder of the advertising service which this firm offers to people who buy their goods. There are lots of retail merchants all over the country who are only too anxious to advertise if they only knew how or had a little encouragement in the matter.

Messrs. Roos Bros., of San Francisco, Cal., send me a number of clippings of their single column advertisements and ask what I think of them for a retail clothing store. Nearly all their competitors are using large space, whereas they are confining their advertisements to a small space, used frequently. I do not know how well their competitors' advertisements look, but I believe that Roos Bros. ought to get good results from the style which they have adopted. These advertisements are set in large type, which makes each advertisement look particularly well and easily read. The heading of each is short and to the point, and followed by a few lines quoting prices. For advertisements without illustrations they are the most attractive that I have seen in a long time. I show here a couple of headings of advertisements which they used during an alteration sale:

Of course, noise and fuss aren't nice; but if you save a few dollars while it is going on, maybe you won't mind it.

Fence up; prices down.

We're still upset; can not help it.

Business goes along, though.

If you'll put up with bother, we'll make it an object for you.

Prices lower than at any other time.

I think that the trouble with most of us, when we do not succeed as well as we might wish, is that in that particular instance we have not really done our best. There may be a great many instances in which one man can do a thing much better than another, but I always had an idea that any man who was called upon to do certain work could do it with a certain degree of success if he would put his mind and attention to it as he ought. The trouble with us is that we do things hurriedly without due consideration, and we try to get through the work with as little labor as possible. This train of thought has been suggested to me by reading a paragraph in the September issue of *Ad-Sense*. The paragraph referred to was taken by them from some magazine and was written by Mr. Alexander H. Revell.

It reads: "Well, how shall I let it be known that I am around?" may be asked by some young man. I answer: "By filling the position you are engaged in, no matter how humble or exalted it may be, with the best thought, time and patience you have at your command."

How forcibly ought these remarks to apply to the business man who is either working for his own interest in a store of his own, or for his own future interest by serving the interests of some other storekeeper. The young business man of to-day is not careful enough in giving each duty that he may have to perform the very best possible thought, time and patience at his command. Who ever heard of a salesman failing to give satisfaction to his employer when that salesman's whole study was to do things to the very best of his ability? Who ever heard of a man who did not make a success in his business whose whole thought was wrapt up in having the very best business that it was possible to have?

It is the man who only gives half his attention to his business who makes a failure.

I have been particularly impressed recently with the fact that some merchants are so exceedingly careful that they overdo it, and let opportunities for improvement pass by them while they are considering the matter. It pays to watch expense, to watch every detail of a store's business, but it does not pay to take so long to decide upon the value of a certain plan of work or action that you lose by so doing. I know a merchant who has recently been considering the subject of advertising. He has been considering a certain plan which was submitted to him, but it has taken him so long to decide whether he wanted to do as the plan suggested or not, that he has allowed the fall season to nearly slip by while he is thinking. Carefulness not to make a mistake is one of the best things in the world, but it is sometimes better to be able to decide upon an emergency rather than to allow the emergency to go by default, as it were, while you are thinking. The successful man of the day is the one who has the general principles of business very firmly set in his mind. He does not deviate from these principles in anything. He must, however, be quick in deciding the right or wrong of a plan of action. There are occasions when it will pay a man to once in a while decide wrong than to delay so

much in making a decision on the points of business which come up from day to day.

The man at the door of your place of business should be courteous, should be a man of friendly appearance, should be a man who will take an interest in seeing that the customer gets quickly whatever he desires. I recently had an occasion to contrast in my mind the floor men in a number of clothing stores on Broadway, New York. On one particular day I went into three clothing stores in various localities, and found the treatment in each entirely different.

I went into one of Messrs. Rogers, Peet & Co.'s stores, and was met at the entrance by a tall, pleasant-looking gentleman, who inquired in the most courteous way what I would like to have. He treated me with so much courtesy and showed me to the department that I was seeking in such a way as to make me feel very friendly towards the store in which I had received such treatment.

I went into another store and was greeted by a red-faced gentleman who evidently had some trouble on his mind, which he allowed to show itself in handling customers. His gruff "what do you want?" struck me with a cold chill at once.

I went into a third store, but here I found no one at all to meet me at the door, and as I did not know where the department that I wished to visit was located, I had to walk half way down the store and ask one of the salesmen behind the men's furnishing counter where to find the goods I was seeking.

The best advertisement that any store can have is to treat people right when they come to them to buy. By treating people right, I not only mean to give them justice and satisfaction in the goods you sell and the prices you charge, but to look after the small comforts and conveniences of every customer.

The stores in New York and Chicago need not think that they are the only merchants who can use big advertisements. The double-page idea, with the matter printed clear across the margin, is being used by Messrs. Knight & Ward, of Waxahachie, Tex. They send me a copy of a recent issue of one of their local papers in which they advertised their fall opening.

The
**Minneapolis
Times,**

by reason of its habitually giving *more news* and *earlier news* than any other morning paper in Minnesota, has come to be regarded as *the*

**LEADING MORNING DAILY
OF ITS SECTION.**

By its aggressive war on Trusts and its exposures of wrong-doing in public positions, it has *endeared itself to the People.*

This accounts for its ability to

GUARANTEE

Double the actual circulation of any other morning Daily published in Minneapolis and *Double* the actual Sunday circulation of any other paper of that State.

The actual average distribution of

THE MINNEAPOLIS TIMES

for the month of September, 1897, was:

On Week-days, 30,115

On Sundays, 41,675

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

The Old Way. The New Way.

Copy for an advertisement under the old system was mailed to every individual publisher, and put in type in his office. Some delay in transmission and execution of orders was inevitable.

There was considerable variety in the manner in which the advertisement was set in different places. Some papers had more complete display facilities at command than others.

An advertisement in the Chicago Newspaper Union Lists appears simultaneously, and in the same style, in all parts of the Middle Western States. One order and one "copy" given at the New York or Chicago office secures the prompt and uniform insertion of an advertisement in the entire 1,500 local weeklies of these lists.

The territory covered by these lists embraces Ohio, Indiana, Michigan, Illinois, Wisconsin, Iowa, Nebraska and South Dakota.

Send for catalogue.



CHICAGO NEWSPAPER UNION,

10 Spruce Street, New York.

93 South Jefferson Street, Chicago.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

The general advertisers, who are canvassed by the representatives of all sorts of publications, must necessarily throw up their hands at the multiplicity of magazines. The news-stands of New York show a great mass of different magazines, most of which nobody ever seems to buy, and the greater number of which probably have no reasonably good excuse for existence. In the last three or four years there have probably been from fifty to a hundred magazines started in New York City alone. One or two of them have succeeded; the rest have fallen by the wayside, yet while they existed advertisers were canvassed to advertise in them, and with at least one general advertiser most of them seemed to be successful.

This one advertiser is Mr. Artemas Ward, who runs the Sapolio business. I suppose, of course, that Mr. Ward bought this space at his own price, and that that is the reason his six working days and one rest day appeared on the back of most of these small magazines. Maybe he didn't pay anything for it at all. Maybe the publishers presented him with the space for the sake of the moral effect his ad would have on other advertisers.

I don't believe that Mr. Ward realizes the damage that he does to inexperienced advertisers by allowing his advertising to appear in publications that must be worthless, or almost worthless. No matter if he gets the advertising for nothing, as I have no doubt he frequently does, I believe that he will admit that it is a bad thing to have it there. Small advertisers and new advertisers have most all of them been taught to believe that what Mr. Ward doesn't know about advertising, and the value of space, is not worth knowing. Therefore, when they see his ad in a paper they take it practically as his guarantee that that paper is worth advertising in. In this way, Mr. Ward becomes indirectly responsible for the loss of considerable money.

If, instead of his reputation for shrewdness, Mr. Ward was known in the advertising fraternity as a "good

thing" it wouldn't make any difference what he advertised in; it wouldn't influence the inexperienced advertiser. Of course, we who know something of the tricks of the trade know, when we see a Sapolio ad in a paper, that it doesn't amount to much, that it is either put there without Mr. Ward's knowledge at all, or that the space is presented to him, or that he gets it for about as little as it worth.

Just the same it is a bad example.

* *

"THE SUN."

FORT SMITH, ARK., Oct. 20, 1897. }

Chas. Austin Bates:

DEAR SIR—You talk very charmingly in PRINTERS' INK, and I would like to see how you talk when you run square against a sharp point.

I inclose you two "blocks" cut from our newspaper heading, reserved for advertising our own business. I want to ask your opinion of the general work of the advertisement, and particularly as to the suggestion of "good position" to the advertiser. Will not the solicitor have enough trouble giving "position" without inviting the attention of advertisers to it? This is a nice point, but your answer will be worth more to you than to the *Sun*. Very respectfully,

G. R. WILLIAMS,
Editor *Sun*.

The advertisements sent with this letter are two little "ears" about a column wide and one inch deep, that are set on either side of the heading of the paper on the first page.

WANAMAKER SAYS SO.

Good ideas, well expressed, in good position, in a good newspaper, fill the requirements of good advertising. Good advertising always pays—Wanamaker says so. The *Sun* is a good newspaper and will help the advertiser.

A SERIOUS MISTAKE.

The goods must be right, the prices right, and the service right; these given, and judicious advertising will bring the customers. But it is a serious mistake to suppose that advertising will sell goods. Advertising only helps.

I think a newspaper is generally wise to use this space for advertising itself, if the advertisements are kept fresh and bright. A solicitor ought not to have any particular trouble because this position is used. All he need say is simply that it isn't for sale. It is an impossibility that two ads

can occupy exactly the same space in the same paper, and if the publisher has made up his mind to use this space at the side of his heading for his own business, the solicitor simply can't sell it. So far as he is concerned that space isn't in existence in the paper.

In my experience in soliciting advertising I found, pretty generally, that if an advertiser really wanted to go into a paper and couldn't get exactly what he wanted, he took the next best thing, or what he thought was next best. I think a reasonable degree of firmness, or sometimes even an unreasonable degree of firmness, on the part of a publisher is a mighty good thing for his advertising columns.

I remember discussing the *Indianapolis News* with one of the brightest business men of Indianapolis several years ago. To wind up his talk he said: "Of course, the *News* is the best paper in the town, and one thing we are certain of, and that is, that it treats everybody alike. It has fixed rates and fixed rules for advertisers, and the people there are just smart enough to be arbitrary as hell about it."

I think if a publisher is inclined to be a little bit arbitrary in his rulings that the advertiser will have more respect for him. I am always suspicious of a paper in which I can get about anything I want without much trouble. As a general thing people don't value what is easy to get.

I disagree with the statement in one of these little ads that, "It is a serious mistake to suppose that advertising will sell goods."

That is just exactly what advertising will do. A man may have the right goods at the right price, and be willing to give the right service, but the goods are not sold until they are advertised, and when they are advertised they are sold.

Advertising for a retail business actually does make sales. There is no question about that. The storekeeper advertises a certain line of goods at a certain price. The people come into the store and demand that stuff. That advertising certainly sells goods.

When an advertisement of some article of women's wear is put into the *Ladies' Home Journal* or the *Youth's Companion* and the mail orders come floating in with money in them, certainly that advertising sold goods.

Mail order advertising is no more direct than retail advertising. I be-

lieve that the retailer who does not get direct sales from his advertising is not getting what he is entitled to. There is something wrong with his advertising, or something notoriously wrong with his store. If advertising doesn't sell goods, I don't believe it is worth much. There is, of course, the effect of continuous advertising of some article of general consumption. The makers of Sapolio can not say that any particular ad of theirs sold the case of Sapolio that is shipped to-day, but the advertising is done with the object of producing that sale and others.

The sale of goods is the object of all advertising; that is, the ultimate object. There is retail advertising, of course, that is simply an invitation to the buyer to come to the store and see what is there. Of course, in that case the advertising only "helps"; the salesman has to do the work.

Lambert Bros., the jewelers on Third avenue and Fifty-eighth street, New York, have recently begun advertising in the New York papers. Their ads are of a general character, simply advertising the store as a good place to buy, and offering to send various booklets to any one who will ask for them.

The other evening several people came into the store who had previously answered ads and received booklets. One or two of them had the booklets in their hands when they came in. They bought the kind of goods talked about in the booklets.

Now, who made the sales, the advertising or the salesman?

Did that advertising sell goods, or didn't it?

I think it did.

I have received from W. H. Gannett, of Augusta, Me., a booklet advertising his paper, *Comfort*.

The booklet has the distinct merit of a novelty cover. The title is, "Comforting Facts." The pages are 319 inches, and the cover is of light green cloth without boards—just the sheet of cloth itself cut just as paper would be for a cover. This gives rather an expensive look to the booklet, and yet I doubt if it costs any more than a fairly handsome paper cover printed in three or four colors.

Chapter II. of the booklet is made up of "prosperity talk," being principally quotations from leading newspapers throughout the United States.

These quotations tell of the large crops, high prices, plenitude of money, etc.

Chapter III. is a pretty good talk about the enormous circulation of *Comfort*, which is claimed to reach "over six millions of people at a single issue."

The first sentence in Chapter IV. is somewhat mixed, and shows a straining after "fine writing" that is badly misplaced in a booklet of this kind. The sentence is:

"At this time, when the dawn of revived business bares her fair bosom on the horizon of returning prosperity, it behooves sagacious business men to avoid delay in displaying their wares."

Chapter I. strikes me as being simply silly. It sounds like the "fake" mail order ads, which are addressed principally to children in the country. Here it is:

CHAPTER I

"Gold! gold! gold! gold!
Bright, and yellow, hard and cold."

The largest lump of virgin gold ever unearthed is supposed to be the Coffee Creek nugget, found in California. It weighed twenty-four hundred ounces, and yielded to the finders \$49,000.

Equal to the Coffee Creek nugget is a series of advertisements placed in *Comfort*. In fact, more money will result in the end. Try it.

Eight diggers in a shaft in Ballarat, Australia, found the famous Welcome nugget, which was sold by the Cornishmen, who dragged it from the ground, for \$40,300.

Thousands of business men have discovered a greater and more valuable nugget in *Comfort*, which they, long ago, after prospecting with an ad, found to be a mine of inexhaustible wealth.

To those who have goods to sell to the millions scattered throughout the States and Territories, *Comfort* is a source of steady revenue.

Now, remember that this is addressed to hard-headed business men.

Among the list of advertisers in *Comfort* that is published in the back of this booklet appear the names of:

W. Atlee Burpee & Co.,
J. C. Ayer Co.,
Fibre Chamisso Co.,
Pope Mfg. Co.,
Wells, Richardson & Co.,
Franco-American Soups,
Enoch Morgan's Sons,
Dr. R. V. Pierce,
W. L. Douglas,
Scott & Bowne,
Royal Baking Powder Co., and
Cornish & Co.

People like these are expected to pay \$5 a line for advertising in *Comfort*. What's the use of telling them that "equal to the Coffee Creek nugget is a series of advertisements placed in *Comfort*. In fact, more money will result in the end. Try it." That

won't influence the people that Mr. Gannett is after.

On the face of it, it is ridiculous to tell a man that a series of advertisements in *Comfort* will produce for him \$42,000 net.

Isn't it absurd to say: "Thousands of business men have discovered a greater and more valuable nugget in *Comfort*," meaning a more valuable nugget than the \$49,300 "welcome" nugget?

No doubt business men have found that *Comfort* brought good results. The names I have quoted as advertisers in *Comfort* certainly are a guarantee that it has value at its price, otherwise it wouldn't be able to get these people, but it never got them by such childish talk as in this first chapter. "Thousands" necessarily means more than one thousand. It must of necessity mean at least two thousand. If two thousand business men have "discovered a greater and more valuable nugget," it means that their direct profits, plainly traceable to their advertising in *Comfort*, have amounted to \$98,600,000. Ninety-eight million dollars is quite a lot of money.

Comfort certainly has a good enough story to tell without exaggerating at all. Its circulation figures are big enough to stagger belief, and I'll venture to say that there are enough advertisers who don't believe them at all to keep the *Comfort* people busy convincing them of this one point without trying to go into any exaggeration whatever.

Comfort is the greatest of all mail order sheets. It claims, and probably has, the largest circulation of any publication in America, but those who advertise *Comfort* to large advertisers should not model their ads after those which are published in its columns, and which are addressed, according to Mr. Gannett's own statement, to people of less than ordinary intelligence and education.

The italics in the following card should appear on all of the printed matter of every printer in the country. Poor printing is more extravagant than the most costly copper-plate work.

WE HAVE ORIGINALITY TO SELL.

Will you buy it, or the imitation? Remember, there is shoddy in printing as well as in clothing, and its user is subject to keen criticism—he travels within a limited sphere, but his printed matter goes broadcast, where his personality can not often adverse impressions.

W. M. CASTLE,
Printer, Opera House Square.

THE MARLIN FIRE ARMS CO.



Repeating Rifles
& Revolvers. **RECEIVED**
OCT 30 1897
GEO. P. ROWELL & CO.

New Haven, Conn. 10-29, 1897.

Mess. Moses & Helm,

111 Nassau St., N. Y. City.

Gentlemen:

We have your favor of 10-27 enclosing coupon for "Printer's Ink". Please accept our thanks for this courtesy. We would say, though we have a large amount of literature there is nothing we receive that interests us more or that we go over more carefully. "Printer's Ink" may not appeal to the casual observer, but we think that an advertiser who becomes accustomed to it rapidly learns to look for it and appreciates its value. Should the opportunity ever offer for us to need any work in your line we would be very glad to correspond with you.

Yours Respectfully,

THE MARLIN FIRE ARMS CO.

By *Wm. A. Marlin*

ADS ON STAMPED ENVELOPES.

Uncle Sam exercises vigilance to keep advertisers from poaching on his preserves. He does not propose to become the ally of enterprising advertisers.

The government will not allow the use of any fac-simile of its currency or its postal issues for advertising or similar purposes. There was a time, however, when the authorities did not so assiduously preach the doctrine of reverence for all things governmental. In the year 1864 some of the U. S. stamped envelopes then in use began to appear with the ad of "George F. Nesbitt & Co., stationers, New York," printed around the envelope stamp in the same color as the stamp itself. The chance beholder of such an envelope could readily believe that the central part of the design—the stamp—was merely an adjunct to the ad.

Other advertisers adopted the idea, and up to the early eighties this mode of advertising was in vogue. The postal officials then prohibited the use of advertising legends around the envelope stamps.

From 1864 to 1882 the following firms employed stamped envelopes, ranging in denomination from one to six cents, for advertising, as well as for postal services: Geo. F. Nesbitt & Co., stationers, New York; N. F. Seebeck, 3 Vesey street, New York; Bates & Coates, 209 Church street, Philadelphia; Mutual Life Insurance Co., New York; Wm.

DeMuth & Co., New York; D. Appleton & Co., educational publishers, N. Y.; Bonner Mercantile Company, Butte City, Mont.; Straw & Ellsworth Manufacturing Co., Milwaukee, Wis.

The ad was printed in the same color as the stamp on the envelope, and it usually took the shape of a fanciful ornamental band or scroll that fitted tightly around the envelope stamp.

C. E. SEVERN.

ANTI-DEPARTMENT STORE PLAN.

At a recent meeting of the Cook County Business Men's Association, Chicago, William F. Stanton, a retired merchant of twenty years' experience in Chicago, proposed a plan of mutual advertising to compete with department stores. He favored a bargain day for smaller merchants, the announcement to be made in advance, merchants to share equal in space and assessments. Mr. Stanton said the newspapers kept the department stores alive by announcing bargains which attracted patrons. He was at work on a definite plan, which in substance recommends an immense display advertisement, with bargain prices and special sale of certain goods on a specified date, followed by a list of retail stores where the bargain can be obtained. The idea met with favor, and Mr. Stanton was authorized to perfect his plan and report at the next meeting at the same place, December 2.

HOW ABOUT ADJOINING TOWNS?

NEW YORK, Nov. 3, 1897.

To the Little Schoolmaster:

Having to deal with newspapers or their representatives regarding advertising, I have been struck with the wide difference between the claimed circulation named by the newspaper men and that given the paper by the newspaper directory I consult. Many times the newspaper representative states alleged facts concerning conditions that exist, and these often impress me. It has seemed to me that there might be a way to figure whether the paper can possibly have the great circulation claimed for it, but not accorded by the directory. In other words can there be a method whereby one can determine for himself about what the circulation may be, after taking into consideration the impression made by the paper itself, and listening to the story told by its representative?

The popular paper bespeaks its popularity by the amount of local advertising, the manner of handling the news, and its typographical appearance.

I take it that many advertisers listen to circulation claims only as a starter, but that it is the appearance of the paper that lands the contract. If the advertiser can trace satisfactory results to the advertising, then a renewal order is given, and not much is said about circulation.

With a view to suggest a percentage scale for judging how much the circulation may possibly be, I submit herewith some figures, and if published in **PRINTERS' INK** I am hopeful that a discussion will be opened which will decide the matter as effectively as the maxim that $\frac{1}{2}$ of a cent per line per thousand circulation for advertising has been fixed and agreed upon.

The best paper in Albany, according to the American Newspaper Directory, is the *Times-Union*. Circulation is 21,110; population of town 94,923. 21,110 divided by 94,923 gives a percentage of .222.

Utica—the *Press*. Circulation 7,916; population 44,007. 7,916 divided by 44,007 gives a percentage of .180.

Syracuse—the *Herald*. Circulation 18,603; population 88,143. 18,603 divided by 88,143 gives a percentage of .211.

Rochester—*Democrat and Chronicle*. Circulation 23,429; population 133,896. 23,429 divided by 133,896 gives a percentage of .174.

Buffalo—the *News*. Circulation 61,895; population 255,664. 61,895 divided by 255,664 gives a percentage of .249.

The total of percentage grade here is 1.025, divided by 5 would give an average of .205, or roughly speaking the circulation of a popular paper, one that doesn't make claims that its circulation is specially select, can be perhaps as large as one-fifth of the population.

You will observe that in making these figures I have taken cities where conditions are similar, and I have used actual figures. I have used those figures because I am personally satisfied that they are correct, and the percentages are correct.

I submit all this to you, Mr. Schoolmaster, for criticism, and now wonder, too, if such a basis could not be used by the editor of the Directory when dealing with papers claiming circulations which bear some evidences of truth, but are still indefinite. P. D.

A PREDICTION.

There is a tendency toward the adoption of so-called flat rates by publishers. I predict that four-fifths of the advertising will be placed that way inside of a decade.—*Advertising Experience, Chicago, Ill.*

CONSIDERABLE GOSH AMONG NEWS-PAPER MEN IN THE WEST.

The Only Paper in the Northwest
With a "Verified Circulation."

"THE MINNEAPOLIS TIMES."
Daily and Sunday.

Daily circulation, 29,103. Sunday
circulation, 42,500.

MINNEAPOLIS, Minn., Nov. 8, 1897.

J. E. Van Doren, Spec. Agcy., New York,
N. Y.:

On October 17th, the firm of Wm. Donaldson & Co., being the largest department store there is in Minneapolis, inserted among other items in its advertisement about one inch, double column, advertising the sale of 12 cakes of Santa Claus soap for 25 cents.

This particular item was published in an advertisement both in the *Times* and the *Tribune*. With the characteristic gall which is possessed by all who are connected with the Minneapolis *Tribune*, Mr. Gerald Pierce came out in an article in Tuesday or Wednesday's *Tribune*, claiming entire credit for the sale of this article. The following Sunday I exposed the fallacy of this claim by taking Mr. Pierce's article and using it word for word except using the word *Times* where he used the word *Tribune*.

It is perfectly safe to say that the advertisement appearing in the two papers on the same date, one of which has 40,000 circulation, and the other anywhere from 15,000 down, that the largest number of inquiries would certainly come from the paper having the 40,000 circulation.

This is about the relative condition of the circulation of these two papers.

You have perhaps noticed the wonderful photographs that were attached to the *Tribune* ads, now being published all over the country, in which it is difficult to determine whether Mr. Pierce is being advertised, or whether it is intended to advertise the *Tribune*.

My idea about the matter is that Mr. Pierce is undertaking to call special attention to himself in such a way that some of the large metropolitan newspapers in New York or Boston will send him, on a silver platter, a proposition to take charge of their department. It is a matter of considerable gosh among newspaper men here in the West.

Knowing your friendly and intimate relation with the **PRINTERS' INK** people, I have no doubt but that you can explode this rosbach without any difficulty.

This item appeared on page 34 of the issue of November 3 of the **PRINTERS' INK**.

Leaving the matter in your hands, for such treatment as you deem necessary in the case, I am, very truly yours,

D. C. McCONN, Supt. Adv. Dept.

LEGLESS.

EDINBORO, Pa., Nov. 3, 1897.

Editor of **PRINTERS' INK**:

I think the inclosed, clipped from a recent issue of the *Mail and Express*, deserves to be preserved in your collection of advertising curiosities:

The square piano has four legs,

The grand has three to its frame;

The Krell Upright has no legs at all,

But it gets there just the same.

174 Fifth ave., bet. 22d and 23d sts.—*Adv.*

Yours very truly,

THE EDINBORO PUBLISHING CO.,

C. J. Cooper, Manager.

A GARDENER in his advertising may indulge in flowers of speech.



Editor Printers' Ink,



GEO. P. ROWELL & CO.

Dear Sir:—

A few days ago I called your attention to a matter that interests me very much, and since writing I received this week's following:
issue, and find the above clipping.

A CHANCE FOR LEITH.
Mr. S. E. Leith says in "Penny" that this act is one of the circulation of the Great East India Company is paid for. Why A. D. Perry remarks that if Leith will make up a list of any medicines he had to send them making such a statement, that he, Perry, will place any advertisement that Leith provides in such line, subject to proof that 75 per cent of the circulation is to support subscribers, or no pay will be taken for the ad.—Our Saint Paul, Oct. 25th.

I think of Mr. Leith would name "Comfort" and "Hearth and Home"; on those two, at least, he would pan out correct.

I have before me the fourth copy of the November issue of "Hearth and Home," which has been received by me within a week's time. One copy came; a few days after, two copies; and a few days after, the fourth. What good advertisers get out of such a circulation, I cannot see.

Yours for honest circulation,

BILLPOSTING IN ENGLAND.

Billposters and outdoor advertisers of England have their own troubles. The character of the crusade in progress across the pond is shown by the following correspondence to the New York Sun:

An agitation is being assiduously promoted in anticipation of the meeting of Parliament in behalf of the rural advertisement bill, which has for its object the preservation of country landscapes from disfigurement by announcements of the virtues of pills and soap. The rather aimless protests against this in America have been imitated without effect for many years past in England. American agitators have apparently come to the conclusion that no practical reform can be gained except by means of the tedious process of educating public taste up to their own high standard. There were at one time hints of popular boycott against the worst offenders in the United States. The adoption of the same weapon was suggested in this country two or three years ago. Two propositions are under consideration by the influential body of men and women who are anxious to prove that there do exist in this island some few considerations to which even commercial interests must yield. One is that power shall be given to local authorities to regulate, if not suppress, the evil. The second is that a substantial tax or duty shall be imposed upon all publicly displayed adver-

tisements. The idea of suppressing all such placards by general law has been abandoned because it would be impossible to draft a bill which would draw the line between legitimate and illegitimate public advertisements. Many persons there are who would gladly favor legislation which should banish the bewildering maze of placards which smother all railway stations, street cars and omnibuses in this country. It would be hopeless, however, to undertake to overcome the combined opposition which all the transportation companies in Great Britain would bring against any such legislation.

At a meeting which was held at the Society of Arts, it was decided to use every effort at the coming session of Parliament to secure the passage of a bill for granting discretionary power to local authorities. It was pointed out as an encouraging example that a series of hideous advertisements had been removed from the rocks near Niagara Falls in obedience to the force of public opinion. It seemed to be recognized, however, that no such salutary influence was to be expected from English popular taste in the present day and generation, and so the more drastic measure was advocated.

An immense imitation of a wagon, wheels and all made of loaves of bread, has been on exhibition for some time in the window of a Williamsburg baker.

WHAT SOME PUBLISHERS ASSERT.

'I said in my haste all men are liars.'—Psalm cxvi, ii.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story, is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

The *Los Angeles Times* (1).—Is the one paper that covers the "Land of Flowers." Its circulation is greater than the combined circulation of all the other daily papers published in Los Angeles. The sworn net daily average for the last nine months was 19,082 copies. The sworn Sunday average for the same period was 25,029 copies. Its long arms reach out all through the great Southwest—from Point Concepcion on the north to the Mexican line on the south—and gather business for the advertiser.

Oakland (Cal.) *Evening Enquirer* (1).—The *Evening Enquirer* is the one newspaper having the entree of the family circle in Oakland, Cal. It is THE medium for the advertiser with honest goods to sell, because the management will not knowingly advertise a fraudulent article. It is the principal newspaper in this section of the State. Its advertising rates are reasonable.

San Francisco (Cal.) *Chronicle* (1).—The *Chronicle* is the leading newspaper of the Pacific Coast and has the largest circulation. Daily circulation over 68,000.

COLORADO.

Denver (Col.) *Daily Live Stock Record* (1) is the only daily market paper published west of the Missouri River.

Denver (Colo.) *Rocky Mountain News* (1).—Largest circulation. Best advertising medium in the West.

DISTRICT OF COLUMBIA.

Washington (D. C.) *National Tribune* (1).—The favorite fireside weekly of the nation.

FLORIDA.

Monticello (Fla.) *Constitution* (1).—Goes all over Florida. All over Southern Georgia. Thousands to other places. Taken extensively in the fruit and vegetable districts. Best advertising medium south of Atlanta.

GEORGIA.

Atlanta (Ga.) *Christian Index* (1).—The last issue of the *Christian Index* in October, '96, was 10,000 copies exactly. The last issue for October, '97, was 11,000 copies exactly. These were regular issues, and the "exactly" was not planned. It came in a regular average edition. The one previous was 11,000 also. This is the largest circulation of any religious paper in Georgia.

Quitman (Ga.) *Free Press* (1).—Best country weekly in Georgia. It reaches more naval stores operators than any newspaper in existence, and goes into the homes of the most prosperous set of farmers in the State. Circulation, 1,800.

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

ILLINOIS.

Chicago (Ill.) *American Swineherd* (1).—It goes into the hog and corn belt, and is subscribed for by progressive farmers in Illinois, Iowa, Missouri, Kansas, Nebraska, Indiana, Ohio, Michigan, Wisconsin, Minnesota and South Dakota. Circulation, 30,000.

Oakland (Ill.) *Star* (1).—We guarantee 45,000 copies monthly.

Thornton (Ill.) *Thornton Township Herald* (1).—Leading Republican local newspaper and best advertising medium in this section.

Waukegan (Ill.) *Herald* (1).—The leading daily of the city. Largest circulation.

Yorkville (Ill.) *Record* (1).—Kendall County's leading paper. Proven circulation 1,750 copies weekly.

INDIANA.

Indianapolis (Ind.) *News* (1).—Has the largest bona fide circulation in America in proportion to population of city. Exceeds the combined issue of any other three Indiana dailies. Larger circulation, exclusive of Indianapolis, than the whole issue of any other Indiana daily.

KANSAS.

Topeka (Kans.) *Advocate* (1).—Best agricultural advertising medium in Kansas. Every subscriber pays in advance. Not one delinquent on our list. Kansas is all right.

Topeka (Kan.) *The Merchants' Journal* (2).—The Kansas grocer's criterion and organ. C. P. Adams, publisher.

LOUISIANA.

New Orleans (La.) *Deutsche Zeitung* (1).—The only daily German newspaper published south of Ohio River. New Orleans contains 30,000 Germans, and fully three-fourths read the *Gazette*.

New Orleans (La.) *Picayune* (1).—In circulation and influence without a peer in the South. The foremost newspaper published south of the Ohio and Potomac.

MAINE.

Portland (Me.) *Eastern Argus* (1).—The *Argus* is the best advertising medium in Maine, and has the largest circulation.

Portland (Me.) *Evening Express* (1).—Largest circulation of any daily paper in the State.

MARYLAND.

Baltimore (Md.) *Sun* (1).—The *Sun* is a complete newspaper and the best and cheapest advertising medium in the United States.

Salisbury (Md.) *Advertiser* (1).—The leading paper published in Wicomico County, and has the largest circulation of any paper published on the Peninsula.

MASSACHUSETTS.

Boston (Mass.) *Good Stories Magazine* (1).—We challenge any similar publication to show as large gain in rural districts as we can during the past six months.

Boston (Mass.) *Youth's Companion* (—1).—Once a week during each of the fifty-two weeks of the year the *Companion* will go into

more than half a million American homes. One-fifth of its immense edition is circulated in the New England States; a quarter of a million copies go every week into the States of the Middle West; the remaining two hundred thousand copies to subscribers in the Middle Atlantic States, the South and the Far West. This is the largest weekly circulation in the United States, and offers to advertisers an unequalled opportunity to reach the best families in every part of our land through a medium that for seventy years has held the confidence of the homes of the nation. The advertising space in each issue is limited and sold far in advance of the date of publication.

Danvers (Mass.) *Mirror* (2).—The Danvers, Mass., *Mirror*, and Topsfield, Mass., *Townsmen*, do not bank as much on quantity as quality of circulation. With a clean record of 20 years the *Mirror* and its editions reach the best families and nearly all the leading families of both towns. No unreliable advertisers are knowingly admitted to its columns.

Lowell (Mass.) *Sun* (1).—The *Sun* leads all local papers in circulation and general excellence as a newspaper.

Malden (Mass.) *Evening News* (1).—Largest circulation in Malden.

Worcester (Mass.) *Telegram* (1).—Daily larger circulation than all other Worcester dailies combined. Sunday larger circulation than any other paper in Massachusetts outside of Boston.

MICHIGAN.

Clare (Mich.) *Sentinel* (2).—The Clare *Sentinel* has the largest circulation of any paper in Central Michigan, with but one exception, the Midland *Republican*. At least, the *Sentinel* and *Republican* are the only papers that I know of that claim circulation equal to or above 1,200 each week.

Owosso (Mich.) *Evening Argus* (1).—The value of the *Evening Argus* as an advertising medium is increasing, but the rates for advertising have remained unchanged.

Portland (Mich.) *Review* (1).—Largest circulation in Ionia County.

MINNESOTA.

Minneapolis (Minn.) *Northwestern Agriculturist* (1).—The only American farm paper in Minnesota with a proven circulation. Over 9,000 circulation absolutely guaranteed.

MISSISSIPPI.

Meridian (Miss.) *Daily News* (1) is associated with the following papers:

Sunday News, Meridian.

Weekly News, Meridian.

Tribune Democrat Sun, Macon.

Pioneer Sentinel, Brooksville.

Star Journal, Shuqualak.

Express, Moshulaville.

Baptist Record, Meridian.

So. Live Stock Journal News, Meridian.

Combined circulation, 12,500. They cover the territory of East Mississippi and West Alabama as with a blanket. Main office: Meridian, Miss.

Meridian (Miss.) *News* (1).—Oldest daily in Mississippi. Circulation covers the territory of East Mississippi and West Alabama as with a blanket.

MISSOURI.

Kansas City (Mo.) *Star* (1).—The Kansas City *Star's* circulation is more than double the combined circulation of all the other Kansas City daily newspapers. Circulation guaranteed. Daily, over 73,000. Weekly, over 110,000.

St. Joseph (Mo.) *Gazette* (1).—Established 1845. The oldest newspaper and the best ad-

vertising medium for trade in Northern Missouri, Southern Iowa, Southern Nebraska and Northern Kansas.

St. Louis (Mo.) *Post-Dispatch* (1).—The lowest "Want Ad" rates in the West, size and quality of circulation considered.

MONTANA.

White Sulphur Springs (Mont.) *Rocky Mountain Husbandman* (1).—Leading Agricultural journal of the Rocky Mountain Northwest—21st year.

NEW HAMPSHIRE.

Littleton (N. H.) *White Mountain Republic-Journal* (2).—Largest circulation and newest paper in New Hampshire, north of Manchester. Advertisers may examine our subscription books. Rates fair for all, and nothing but cash goes.

NEW JERSEY.

Newark (N. J.) *Evening News* (1).—Largest circulation in the State.

NEW MEXICO.

Albuquerque (N. M.) *Citizen* (1).—The *Daily Citizen* has a large and increasing circulation. The best advertising medium.

NEW YORK.

Dansville (N. Y.) *Normal Instructor* (1).—The largest circulation of any educational journal in the world. 90,000 each issue. All advertising orders are accepted on condition of absolute proof of circulation or no pay.

Jasper (N. Y.) *Monitor* (1).—A good advertising medium.

New York City *Chautauquan Magazine* (1).—Two hundred thousand people (they came from every State in the Union) attended the great annual Chautauqua Assembly this summer. Over half a million attended 61 smaller Chautauqua Assemblies held during the summer in 31 different States. What means this tremendous interest in Chautauqua?—the most interesting and unique movement of modern times. Make the argument for yourself. When you remember that the Chautauqua movement has gone into every State in the Union; that it has members in almost every city, town and village; that it keeps in successful operation 43 different courses of home readings; that it conducts the largest and most complete system of instruction in the world; that it holds every summer over 60 Chautauqua summer assemblies, in 31 different States, that this summer attracted over half a million of people—you get some idea of the strength, the scope and the influence of this great movement. Hence the *Chautauqua Magazine* (its official organ) exerts a tremendous influence in this immense field. Every member must read the magazine. This is obligatory during membership.

New York (N. Y.) *Christian Herald* (1).—The largest circulation of any religious weekly in America.

New York (N. Y.) *Churchman* (1).—The representative weekly of the Protestant Episcopal Church.

New York (N. Y.) *The Department Store Journal and General Store Review* (1) covers the earth. It goes wherever there are department and large general stores.

New York (N. Y.) *Evening World* (1).—Ten times the circulation of the *London Times*. Guaranteed to exceed by more than 50,000 the circulation of ten evening papers printed in Greater New York—viz., *Commercial Advertiser*, *Evening Sun*, *Evening Post*, *Mail and Express*, *Evening Telegram*, *Daily News*, *Brooklyn Standard-Union*, *Brooklyn Eagle*, *Brooklyn Times*, *Brooklyn Citizen*.

Roslyn (N. Y.) *News* (1).—The best advertising medium on Long Island.

A POSTER TRAGEDY.

A purple monument of bright blue bliss
Was mine, oh, green-haired maid,
When from your lips a yellow kiss
I sipped in the dark-red shade.

The ecru moon hung on a tree;
We sat by a vertical brook;
You were a-laughing in olive-pink glee
And reading the edge of a book.

And I was singing a lavender song,
Speckled and mingled with blue;
But stopped for a moment, perhaps not too
long,
And I kissed you—I took perhaps two.

By the red hills topped with golden snow,
By the trees tearing holes in the sky,
I swore the red world I would overthrow
For your love, or lie down and die.

But away from my vowing I was rudely
snatched
And thrust far from you;
The color I wore with the landscape matched,
And that would, alas, never do.

And now among the blue lilies float,
On a sea of brown and red,
I sit on the edge of an olive-green boat
And hold my pea-green head.

—London Figure.

Classified Advertisements.

Advertisements under this head two lines or more
without display, 25 cents a line. Must be
handed in one week in advance.

WANTS.

ADVERTISING cuts—We make them to please.
ART. EAGUE, 380 Broadway, New York.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c.
per in. ARC ENGRAVING CO., Youngs-
town, Ohio.

HUSTLING advertising man seeks position with
best paper in city of 100,000 or more popula-
tion. RECORD, Printers' Ink.

WANTED—Printers to try our half-tones.
One col., \$1; 2 cols., \$2. BUCHER EN-
GRAVING CO., Columbus, Ohio.

AGENTS wanted. Free samples. One of our
agents earned \$4,200, several over \$1,000 in
1906. "FACTORY," P. O. 1371, New York.

WANTED—Advertising manager who will take
a small interest in morning and afternoon
papers in good city. "PROM," Printers' Ink.

AN experienced, up-to-date newspaper man
wants position as editor of progressive
county weekly. Address "M. L.," care Printers'
Ink.

WANTED Novelty in advertising. by first-
class adv. solicitor, or position on good daily
paper. Address GEORGE LAWRENCE, Duart,
Ontario, Canada.

WANTED—Hustling advertising man, well ac-
quainted with advertisers and agencies, to
invest \$3,000 with salary in established monthly
paper. Send references if you mean business.
Address "G. R.," Printers' Ink.

WANTED, by large manufacturers of food
products, etc., advertising man capable of
preparing advertising matter. Must have ability
as a salesman. State age, qualifications and ref-
erences. "W. H.," Printers' Ink.

WANTED—Advertisers to see our 32-page SUN-
DAY NEWS. Largest and best in Youngs-
town and Mahoning Valley. Sample free to ad-
vertisers. Rates \$1c. inch each insertion. Ad-
dress C. M. SHAFFER CO., Youngstown, Ohio.

\$7,800 GIVEN away to persons making the
greatest number of words out of
the phrase, "Patent Attorney Wedderburn."
For full particulars write the NATIONAL RE-
CORDER, Washington, D. C., for sample copy
containing same.

A FIRST-CLASS, all-round newspaper man, now
on editorial staff of one of the great met-
ropolitan dailies, would accept position as editor
or business manager of an inland daily, or
position for high-grade work on editorial staff
of a first-class Southern or Western paper.
Best of references furnished. Address "A. X.,"
care of Printers' Ink.

\$7.50 \$7.50 \$7.50 \$7.50 \$7.50 \$7.50 \$7.50

If you own a plate it costs no more to print a
handsome line of office stationery than it does
common type-set headings. Elegantly designed
and engraved lithographic letter-head plate,
\$7.50. Sketch submitted. Give wording.
W. MOSELEY, 33 Hill St., Elgin, Ill.

\$7.50 \$7.50 \$7.50 \$7.50 \$7.50 \$7.50 \$7.50

BILLPOSTING AND DISTRIBUTING.

ALONZO HUGHES, distributor of advertising
matter, Houston, Texas. Population 58,000.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No.
2 West 14th St., N. Y. Press Clippings for
trade journals; all subjects; best facilities.

SPECIAL AGENTS.

THE papers represented by H. D. LA COSTE,
38 Park Row, New York, Special Newspaper
Representative, have the consideration of re-
liable advertisers.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago,
produces fac-simile typewritten circular let-
ters by the thousand or million. Best work, low-
est prices. Samples free.

ADVERTISING AGENCIES.

OUR special service. A selling service. It gets
business. Ask us about it. **THE WHITMAN**
COMPANY, 37 Nassau St., New York.

If you wish to advertise anything anywhere
at any time write to the **GEO. P. ROWELL**
ADVERTISING CO., 10 Spruce St., New York.

FOR RENT.

WE have for rent, at 10 Spruce St., two con-
necting offices, one large and one small.
They are well lighted and the pleasantest offices
in the building. Size of large room, about 20x24;
smaller, 10x15. If wanting such offices call and
talk about price, etc. Will be fitted up to suit.
Address **GEO. P. ROWELL & CO.**

ELECTROTYPES.

SETTING advertisements to make them stand
out and furnishing one or more electrotypes
of same is a line in which I am unsurpassed by
any other printer. The magazine each month
contain numerous samples of my work. Let me
set your next adv., whether it be for an inch or a
page. I can suit you. **WM. JOHNSTON**, Mgr.
Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISING NOVELTIES.

DO you want a "taking" novelty to send your
customers as a holiday remembrance? Try
my desk calendars. Write for particulars. **H. D.**
PHELPS, Ansonia, Conn.

FOR the purpose of inviting announcements
of Advertising Novelties, likely to benefit
reader as well as advertiser, a line will be in-
serted under this head once for one dollar.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 120 Water
Street, New York.

THIS PAPER is printed with ink manufact-
ured by the **W. D. WILSON PRINTING INK**
CO., Ltd., 10 Spruce St., New York. Special prices
to cash buyers.

PRINTERS.

DEPARTMENT of Profitable Publicity of the
W. B. Conkey Co., E. A. WHEATLEY, Di-
rector, 311-313 Dearborn St., Chicago.

We do neat, plain, attractive printing. Cata-
logues, booklets, pamphlets, circulars,
cards, etc., executed in the finest style. When
you want a good job—one that you want people
to look at and read—come to us. **PRINTERS'**
INK PRESS, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

11. SENIOR & CO., Wood Engravers, 10 Spruce
St., New York. Service good and prompt.

PICTURES AT YOUR OWN PRICE.

Artists, as a rule, have high ideas concerning
art. We haven't. We give you exactly what you
want exactly the price you want to pay. We will
give you a good drawing if you are willing to pay
a good price. If you want something "cheap" we
give you that. In either case we show you in ad-
vance just the kind of illustration the man you
name will buy. **NEW YORK BUREAU OF DE-
SIGN**, Vanderbilt Building, New York City.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE.
Copy free. 371 Broadway, New York.

40 WORDS, 5 times, 35 cts. **ENTERPRISE**
Brookton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c.
line. Circ'n 3,500. Close 24th. Sample free.

WHEELING NEWS, 7,500 daily. Only English
eve'y paper in city 40,000. **LA COSTE**, N. Y.

ANY person advertising in **PRINTERS' INK**
to the amount of \$10 is entitled to receive
the paper for one year.

LARGEST circulation of any daily newspaper
in Williamsport, the **GAZETTE and BULLETIN**;
\$3,000 D., 4,000 W. **LA COSTE**, New York.

INDORSED introduction to over 240,000 religious
homes. How! Write to **THE RELIGIOUS**
PRESS ASSOCIATION, Philadelphia, Pa.

DAYTON (Ohio) MORNING TIMES and EVENING
NEWS, 14,000 daily, create a "want" for prop-
erly advertised goods. **LA COSTE**, New York.

LEADING newspapers in Southwestern Ohio
(outside Cincinnati), **DAYTON MORNING TIMES**
and EVENING NEWS, 14,000 daily. **LA COSTE**, N. Y.

IF you are a manufacturer and desire to reach
the largest retail trade, advertise in the **DE-
PARTMENT STORE JOURNAL and GENERAL STORE**
REVIEW, monthly, \$1 per year, 371 Broadway, N. Y.

RUDYARD KIPLING's Recessional Hymn, set
to music. **THE COLORADO CHURCHMAN**, of-
ficial paper of Episcopal Church in Colorado. Cir-
culation in every parish in State; 10c. copy; 10c.
line. Denver.

THE TIMES-UNION is used by the successful
business men of Albany to keep its thou-
sands of readers informed just what they have for
sale. Advertisements in its columns are sure to
bring results. **JOHN H. FARRELL**, editor and
proprietor, Albany, N. Y.

300,000 COPIES guaranteed circulation
of the celebrated Lippman's Al-
manac and Memorandum Book. Half page in
both, \$150. This is the best advertising you can
get, as it goes direct into families. Only a lim-
ited amount of advertising taken, as we use the
two books to advertise our P. P. F. and they have
made our P. P. F. a big seller in Georgia, Flor-
ida, Alabama and South Carolina. **LIPPMAN**
BROS., Lippman's Block, Savannah, Ga.

THE **NEW YORK MUSICAL ECHO**
is the prettiest musical publication in the
world. Thirty-six full size sheet music pages of the
prettiest vocal and instrumental music of the day.
It also contains eight portraits of pretty actresses
and musical celebrities. Send ten cents and
get all postage paid, or send twenty cents and get
seventy-two pages and sixteen portraits.

The **NEW YORK MUSICAL ECHO** is the best adver-
tising medium for the money. It has a guaran-
teed monthly circulation of 15,501 copies.
Address: Southern Branch **NEW YORK MUSICAL**
ECHO Co., 162, 165 and 166 Congress St., Savannah, Ga.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By
REV. ALEXANDER DICK, Meridian, N. Y.

FOR SALE.

BICYCLE for \$30 worth of adv'g and \$30 cash.
THE S. B. CO., 7th Ave., cor. 28th St., N. Y.

ALEXANDER CAMPBELL drum cylinder press. In good
order. Cheap. **A. M. EDDY**, Albion, N. Y.

PAPER in Florida; editorial duties are enjoy-
able "where winter never comes." **JOU-
NAL**, Braidentown, offered at bargain.

FIGHT-PAGE weekly, with job printing and
binding, in N. Y. town of 10,000. Est. 10 yrs.
County patronage. "PY," care **Printers' Ink**.

FOR SALE—Half of daily paper in large
Iowa city. Purchaser must be practical and
have \$1,200 cash. "D. H. C.," care **Printers' Ink**.

FOR SALE, to practical and capable news-
man, Republican weekly; 75 per cent of
profits to purchaser; peculiar situation; terms
easy; write quick. **R. B. ROBERTS**, Asheville, N. C.

\$30,000 CASH will buy the leading news-
paper in a growing city of 40,000,
within one hundred miles of Pittsburgh, Pa. A
business opening worth a fortune in a few years.
Satisfactory reason for selling. Address "T. M.,"
care **Printers' Ink**.

RULING Machine—Serviceable **Hikok** ruling
machine, 36 inch between rails, hand strik-
er, without steam features; does good work;
now in use in our bindery; power machine will
take its place. Price, **F. O. B.** cars, \$100; must go
quick. **CHASSELL, FERGUSON & CO.**, LeMars,
Iowa.

FOR SALE, the following printer's machinery:
One iron roller proof press, bed 14x38, \$15.
One quarto medium Gordon, good condition,
\$90.

One eight medium Improved Gordon, with
throw-off and side inking slab, in first-class
condition, \$100.

One Sanborn cutting machine, width 34 inches,
1 extra knife, in first-class condition, \$350.

One Potter super royal drum cylinder, rebuilt
by Cottrell, bed 25x25, \$250.

One two-revolution Cottrell, 4 roller table dis-
tribution, tripper and backing attachment, bed
33x48, A No. 1 condition, \$1,000.

Overhead shafting, cones and pulleys to all of
the above presses.

M. PLUMMER & CO.
45 Beekman St., New York.

ADVERTISEMENT CONSTRUCTORS.

D

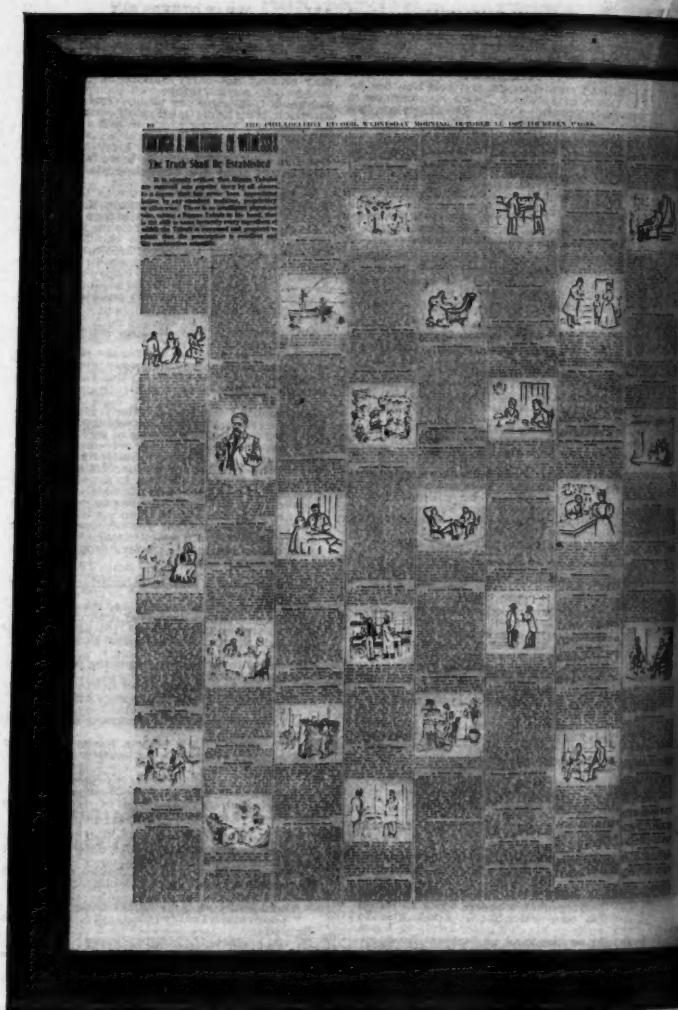
DIXEY.

CHARLES F. JONES.

"ASK LEWIS ABOUT IT."

LEWIS makes medical ads pay.

LEWIS' address is **PENN MUTUAL BLD.** Phila.CHARLES F. JONES, World Building, New
York.CLARENCE F. CHATFIELD, 179 Front St.,
Owego, Tioga Co., N. Y.CHARLES J. ZINGG, Farmington, Maine. Writ-
ing and printing for advertisers.WILLIAM & SHAUGHNESSY, Advertisers, 625 &
624 Temple Court, New York. Write.ADS that tell what you want to say in the right
way. **JED SCARBORO**, Brooklyn, N. Y.E. A. WHEATLEY, effective advertising 311
Dearborn St., Chicago. New York office,
114 Fifth Ave.THE only writer of exclusively medical and
drug advertisements. Advertisers or samples free.
ULYSSES G. MANNING, South Bend, Ind."THEORY is good enough to talk, but when
each word costs money, we want sense
and experience to be the chooser."—LEWIS.



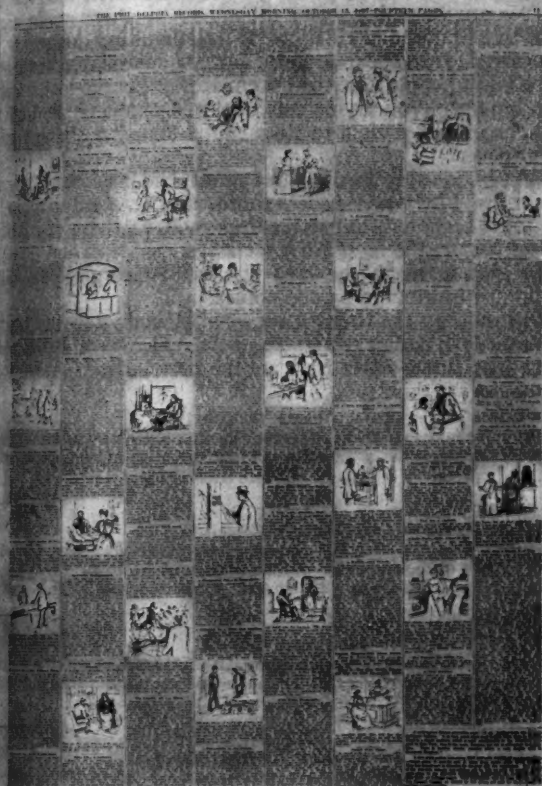
A TWO-PAGE ADVERTISEMENT.

The half-tone here reproduced is a fac-simile of a two-page advertisement of the Ripans Chemical Co. that appeared in the Philadelphia Record, issue of October 13, 1897. The black border is not an indication of mourning, but represents the oaken frame with which those pages have been embellished.

Below is given a list of all American daily papers credited with having regular issues exceeding 75,000 copies a day, and against the name of each paper is set down its price for inserting a two-page advertisement one time:

San Francisco, Cal., Examiner..... \$4,200.00
Chicago, Ill., Journal..... 506.93

Chicago, Ill., News.....	1,200.00
Chicago, Ill., Record.....	220.00
Chicago, Ill., Times-Herald.....	915.00
Chicago, Ill., Tribune.....	1,000.00
Boston, Mass., Globe.....	900.00
Boston, Mass., Herald.....	1,200.00
St. Louis, Mo., Chronicle.....	612.75
St. Louis, Mo., Post-Dispatch.....	612.75
New York, N. Y., Herald.....	1,000.00
New York, N. Y., Journal.....	1,100.00
New York, N. Y., Evening Journal.....	900.00
New York, N. Y., News.....	900.00
New York, N. Y., Press.....	815.00
New York, N. Y., Sun.....	1,000.00
New York, N. Y., Evening Sun.....	1,000.00



New York, N. Y.....	World.....	1,800.00
New York, N. Y.....	{ Evening World (extra charge for pictures) }	1,840.00
Cincinnati, O.....	Post.....	788.48
Cincinnati, O.....	Times-Star.....	800.00
Cleveland, O.....	Evening Press.....	581.35
Philadelphia, Pa.....	Item.....	946.40
Philadelphia, Pa.....	Inquirer.....	1,077.50
Philadelphia, Pa.....	Record.....	1,354.00

The Ripans Chemical Company report that from the insertion of the two pages in the Philadelphia Record they were able to trace direct sales resulting from it, within ten days of the appearance of the announcement, to an amount sufficient to allow a profit on the goods after

paying for their cost and the cost of the advertisement. They inserted three pages in the New York News, in the special Greater New York edition, of which 161,000 copies were sold, and at the end of ten days had not been able to trace to the News a single sale, not even a sale of a 5-cent carton. The goods had been largely advertised in the Record daily for more than six months, while to the readers of the News the three-page announcement told of something of which they had not previously heard very much. This would seem to indicate that a great advertisement will be most productive when placed before readers who are already well instructed concerning the merits of the thing advertised.

How to Advertise.

"I never in my life," says Mr. John Wanamaker, the great New York merchant, "My plan for twenty years has been to buy so much space in a newspaper of five hundred circulation for five thousand dodgers or persons."

"If I wanted to sell cheap jewelry or run a gambling scheme I must use persons."

"The class of people who read them are too poor to look to for support in my paper for."

"How long will you let me run a column of matter through your paper for advertising purposes, and if I think he is not trying to take more than his share, I give in the case."

"At first I laid aside \$3,000; last year I laid aside and spent 1000. profits warrant it. I owe my success to newspapers, and to them I give a."

Now the question is what medium will you choose? Of course you will choose among the *best people*, the *most thrifty* classes.

If you wish to reach the best classes in Georgia, you will choose THE ATLANTA JOURNAL, with a daily circulation of more than 23,000 copies.

No other daily in the country between Washington and the Gulf Coast can give you an exposure.

The New York dailies recognize THE ATLANTA JOURNAL as an exposure.

Then again, home advertisers are the best judges. Read what they say.

MR. H. H. CABANISS,

Business Manager Journal, Atlanta, Georgia.

Dear Sir:—We take pleasure in indorsing the **Journal** as an advertising medium. We can use the **Journal** in advertising our retail business to the extent of \$3,000 a year and can get it superior.

MR. H. H. CABANISS,

Business Manager Journal, Atlanta, Georgia.

Dear Sir:—We desire to bear testimony to the worth of your paper as an advertising medium. We have fully paid for the amount of money we have spent with you.

We consider your paper by far the best daily published in the South.

MR. H. H. CABANISS,

Business Manager Journal, Atlanta, Georgia.

Dear Sir:—We take pleasure in indorsing **The Atlanta Journal** as the best advertising medium. We use very largely to your paper, and we feel that we can not indorse the **Journal** too heartily.

MR. H. H. CABANISS,

Business Manager Atlanta Journal, Atlanta, Georgia.

Dear Sir:—I write to give your paper an unqualified indorsement as an advertising medium. I run an advertisement for dyspepsia remedy in your paper with most gratifying results. I run an advertisement equal of any of them as an advertising medium.

This is indisputable evidence.

Now do you, advertiser, wish to reach the people of Georgia all the year round, or with holiday goods, then address

HOKE SMITH,
PRESIDENT.

The Atlanta Journal

Or The S. C. Beckwith Special Agency, New York and Chicago.

York merchant, "used such a thing as a poster or dodger or handbill. I would not give an advertisement in a paper and fill it up as I wanted. I would not give an advertisement in a paper or posters; but I would not insult a decent reading public with handbills. I deal directly with the publisher. I say to him: 'I want a paper for \$100 or \$500, as the case may be. I let him do the figuring, and he gives me the copy. I lay aside the profits on a particular line of goods for

1000. I have done better this year and shall increase that sum as the year goes on. I give a certain profit on my yearly business. It pays." Of course you will choose the one having the largest bona fide, paid circulation

will THE ATLANTA JOURNAL. The publishers of this paper guarantee a circulation of at least can come within five thousand copies of this circulation. It is an exponent of the best Southern sentiment. The druggists of Atlanta say:

ATLANTA, GEORGIA, February 2, 1897.

We consider it the best in Atlanta, and prefer to sell goods that are advertised in it. We consider it superior to all other periodicals we use in advertising, either singly or combined.

Yours truly, (Signed) JACOBS PHARMACY COMPANY.

ATLANTA, GEORGIA, February 2, 1897.

advertising medium. What advertising we have done with you has been satisfactory and we feel

Very truly, (Signed) ELKIN-WATSON DRUG COMPANY, E.

ATLANTA, GEORGIA, February 3, 1897.

best advertising medium that we have ever been connected with, and attribute our success to your advertising medium.

Yours truly, (Signed) GOLDSMITH & EDMONDSON.

ATLANTA, GEORGIA, February 3, 1897.

advertising medium. I have for several years advertised both my general drug business and my newspaper in the United States and I take pleasure in commending the **Journal** as the best advertising medium.

Yours very truly, (Signed) CHAS. O. TYNER.

adjoining States with your standard goods, with your specialties for the

Atlanta Journal

H. H. CABANISS,
MANAGER.

Chicago.

ATLANTA, GEORGIA.

PRINTERS' INK. ONLY TWO GRAINS OF CORN.

A JOURNAL FOR ADVERTISERS.

¹ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

² For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

³ Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

⁴ Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

⁵ If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, NOVEMBER 17, 1897.

It is better to edit an ad before it is published than to find fault with errors after it appears.

"EXPERIMENTING" in advertising, without any definite plan, is a good way to waste money.

If you write your ads so that children will understand them, you may be sure that everybody will know what you mean.

THE best advertisement ever written can not compare in value with a reputation for telling the truth about your goods.

THE best advertised goods have the best sales, and are constantly in demand—a solid proof that advertising, properly done, *does* pay.

POSTAL cards with an advertisement printed on the back, offer an unexcelled method for reaching small lists of people, or as local supplements to newspaper advertising.

A POOR compositor can spoil the best ad ever written. A good one can render attractive even the most carelessly prepared announcement. The compositor's art is a great factor in the success of an advertisement.

THE *New York Journal of Commerce* contains every day an entire page of shipping advertisements, four to five columns of insurance advertising, and more railroad, auction sale and bankers' ads than any other daily in New York. And yet its circulation is comparatively small.

On the 21st of October, at the Auditorium Hotel, Messrs. Frank B. White & Co., the Chicago advertising agents who confine their transactions pretty closely to the agricultural press, gave a dinner to about 125 prominent advertisers and 25 newspaper publishers. On this occasion Apollinaris flowed like champagne. Among the remarks made on the occasion *PRINTERS' INK* has noted the following:

By Mr. Lawrence of the "Ohio Farmer."

I believe this is a splendid idea of the Frank B. White Company. We get a chance to look into the faces of the men who are patronizing us, and you get a chance to see and form some ideas of the people who are publishing the papers that you patronize. It gives us a chance to meet on middle ground a great many times in our discussions, and we have an intermediate party who has organized this thing, composed of five young men, who only a little while ago were neophytes in their business. We have all watched them closely, especially the publishers of the papers, because they are very important in their relations to us. They have command of the advertiser to whom we look to sustain our papers and publish them as we desire. And the advertising agent is very important, between him and us; and it has been a great gratification to me to see the advertising agency of the Frank B. White Company on merit grow to the proportions it has attained. I am stating what I absolutely and candidly believe and know, that their relation to the publishers is of very great and material value to the advertiser. I know this from long years of experience that the relation of the advertising agent to the publisher is of great value to the advertiser. He has the respect and confidence of the publisher, and can obtain from him what an agency which has not that respect and confidence can not obtain. It comes up in a great many cases. I know that the Frank B. White Company has paid our company during the past year something over \$8,000, and in the great volume of correspondence which necessarily has passed between us there has not been one word of friction. I am glad to be able to state that before this meeting.

By Ex-Gov. Hoard, of "Hoard's Dairyman."

A few years ago I prepared a little inch advertisement offering to send *Hoard's Dairyman* free for four weeks to any man who would send me his name. I inserted that advertisement in five of the leading agricultural papers of the United States at a cost to me of about \$500. I had heard so many advertisers pin their faith upon the return correspondence, who had not any judgment as to the character of the paper as an advertising medium. I was dealing entirely with farmers, and I kept track of every single one of those gratis returns—and you understand there was no money involved in this matter to them—and every single one of those men who mentioned the paper in which he saw this advertisement went to the credit of that paper. Now came a very curious feature. One single paper led all the rest, like Abou Ben Adam. But the men who did not mention where they saw that advertisement were six times greater than any

per's credit. I knew that no one asked for that paper for the four weeks who had not seen that advertisement in some one of those five papers. When I had no proof as to where the credit should be given, I could only determine as to the validity and usefulness of the investment by the general result.

PREMIUMS.

Office of
"THE BONHAM NEWS."
BONHAM, TEXAS, Oct. 28, 1897.

Editor of PRINTERS' INK:

Can you tell us where such papers as the *Youth's Companion* and others get the premiums they offer? Is there any reputable house that makes a specialty of furnishing such? You will greatly oblige us by a reply.

Very truly, EVANS & EVANS, *Publ. News.*

The firm of Robert H. Ingersoll & Bros., 65 and 67 Cortlandt St., N. Y. City, claims to have made a specialty for over ten years of supplying to publishers articles to be used as premiums. It claims to be the largest house in its line. Its premiums consist of fountain pens, watches, cyclometers, plated jewelry, dollar typewriters and other articles supposed to appeal particularly to the popular mind. The firm of T. J. Carey & Co., 26 City Hall place, New York, issues a series of pocket manuals, such as dictionaries, political primers, Cushing's Manual, etc., which seem admirably adapted for premium purposes, and which, the Little School-master learns, are being extensively used for this purpose. George Munroe's Sons, 17 to 27 Vandewater street, New York, publish four classes of premium novels, embracing more than 2,100 works of standard fiction. The Optimus Publishing Co., of 45 Rose street, New York, also publishes a list of novels for premium purposes. Mr. F. Trifet, of 36 Bromfield street, Boston, issues music, to be used for premium purposes. If the Messrs. Evans can not get something to satisfy their taste from these five firms, they must be harder to satisfy than was Midas himself.

It is impossible for two brainy advertising men to converse without each learning something from the other.

WHEN you would extend your advertising, it will pay you better to insert larger, bolder, more frequent announcements in the papers that pay the best among those you are now using. When the readers of a paper know you, it is easier to get additional attention from them than it is from other people whose confidence you have not yet gained.

PROFITABLE PATIENCE.

By John C. Graham

An experienced advertising man recently said that fully 60 per cent of advertisers failed in business, and added that four-fifths of those that failed did so because they quit advertising too soon. I do not know about the first statement, but I feel reasonably sure that the latter is correct. Want of patience has certainly been responsible for more failures in advertising than any other cause.

The number of times in which it has paid to stop advertising without giving results a reasonable chance to show themselves, can not be estimated, but it must be very small, if the article advertised was worth advertising, and the latter was properly done. On the contrary, very few of the leading advertisers of to-day are new advertisers. They had to wait for their day. Perhaps many of them had, in their early days of advertising, felt the qualms of regret and the desire to quit before all their money was exhausted, but if they did they successfully mastered such feelings, whether from an innate belief in advertising or a dread of losing whatever they had already spent.

Rome wasn't built in a day, and no concern, however largely it advertised, was made in a brief period. It takes time to make a good impression. Lasting friendships are not quickly made. Positive and permanent profits only come from persistent publicity. If patience is a prominent virtue in any line of business at all, it is in advertising. It is not only a virtue, but a necessity. The best and most brilliant of the experts can not force advertising results, neither can external conditions stop their growth when a good article is intelligently advertised.

Time must be allowed for the public to not only see and read the advertisement, but to get familiar with it. Every time they see it is a reminder, even if they don't want the goods, and when the time comes that they *do* want them, the ad should be still there to tell all about them and where they can be had. Very few people buy on impulse. They are afraid of being "stuck," and the number of those who can be induced to purchase by a one-time ad from an unknown concern, are few and far between.

THE advertising of calendars should be thoroughly up to date.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

[I do not write all of these ready-made ads. They are taken wherever found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. The matter suggested here for newspaper ads can often just as well be used on handbills or circulars.—W. D.]

In many of these ready-made ads the exact description of goods and prices as they appear in current announcements are reprinted here. The object is to show the manner and effect of a detailed description of the goods and in this respect furnish a useful model for any dealer's special description of his own goods.

Groceries Extraordinary.

Sugar: 7 lbs. Standard, Refined Granulated Sugar, per 7 pounds, **37c.**

Butter: 5-lb. pail extra fancy, Elgin Creamery Butter, per pail, **\$1.23.**

Prunes: California Prunes, 21 lbs., **\$1.00; lb., 5c.**

Special: Southwell Assorted Pure Fruit Jam, 2-lb. glass jars, per jar, **23c.**

Buckwheat: New Self-Raising Buckwheat, 3-lb. package, per package, **10c.**

Tea: Choicest Early Picking New Season, Formosa, Oolong, Basket-fired Japan, English Breakfast, India and Ceylon Teas, packed in 5-lb. foil lined caddies, per caddy, **\$2.00; per lb., 43c.**

Coffee: Our famous Combination of Mocha and Java Coffee, a most delightful blend, per 4 lbs., **\$1.00; per lb., 28c.**

Spices: New lot high-grade fresh ground Spices, Pepper, Mustard, Allspice or Ginger, per lb., **17c.**

Raisins: Seeded Raisins, 1-lb. cartons, new pack, **11c.**

10-lb. pail of Fat Family Mackerel, just packed, **\$1.05.**

Sardines: Hazel Brand, Imported French Sardines, small fish, packed in olive oil, $\frac{1}{2}$'s, per can, **20c.**

Millinery.

"A Love of a Hat."

This is what a lady said about a hat we made the other day to match her gown. The crown was entirely of beaver, trimmed with same shade of velvet as the costume. A long plume in shaded white and brown, curled over the brim, where it flared at the left side. Half under the brim, nestling against her hair, was a bow of turquoise velvet. A bow of uncut castor velvet and a rhinestone buckle completed the trimming.

That was one of the many exquisite millinery creations which leave our store every day. They are fashioned after the latest Parisian and New York modes, deftly adapted to the wearer's individual taste or costume by our own experts.

Our prices are very moderate, and we also have some neat and attractive ready-trimmed hats and bonnets at prices which are a decided inducement.

Gloves and Umbrellas.

Your Dollar

Never bought more of real value than we offer here in gloves and umbrellas. The glove is a (French) kid glove, whose value you probably know as well as we. Tomorrow we offer the four-button length in black, tans, browns, etc., in any size from $\frac{5}{8}$ to 7, at **\$1 a pair.**

Ladies' two-clasp dogskin gloves—strong and serviceable, embroidered back, choicest colors of the season, **50c.**

Gentlemen's two-clasp dogskin driving gloves and a fine lot of dress gloves, made of kidskin, pique stitched, good fitting and strong, ought to be **\$1.50**, but we sell them at **\$1.00.**

500 umbrellas, made of good taffeta silk, on best steel rods, with fine Japanese silk cases to match, beautiful assortment of painted Dresden handles and a purse attached with heavy silk cord to every umbrella (the very latest thing), **\$1.60.**

Any Business.

We Know We Are Treading On Somebody's Toes,

Otherwise somebody would not squeal. The purchasing power of cash, wisely and liberally spent by us, has brought the prices in our store down to a level that some of the other stores are apparently unable to reach. This battle of business means the survival of the fittest and the benefit of the buyer. This is best shown by the following figures:

[Prices.]

Graceful Lines.

Dressmaking is both an art and a science. The graceful lines and perfect fit, combined with comfort, which are so much admired and envied in well-dressed women, do not come by accident, and are not due to a fine figure. All the garments designed by me are cut scientifically, adapted to the individual figure, and artistically finished.

Tailor-made garments a specialty.

For a Stove Store.

Fifty Stoves.

All kinds of them to show you. Nice double heaters **\$15 to \$30**; ranges, parlor stoves, wood stoves, and a few second-hand stoves practically good as new but at a great bargain.

*For a Druggist.***Mother Nature**

May be depended upon to provide the best remedies. Our "Honey of Pine" is Nature's own perfect expectorant for the alleviation and cure of coughs, colds and lung affections. Twenty-five cents a bottle.

Hot Water bottles may be procured at our store for **50 cents**. They are guaranteed not to leak and are always warm when in use.

Prescriptions, as usual, receive the pains-taking care and attention of an experienced pharmacist. Our store is brimful of fresh stock.

Careful Buying Makes Easy Selling.

We won't have mean, skimped, ill-made stuff in our store. We only buy what is good material, well-made, full measure, just what it pretends to be. You can count on this always at our store. We are just as careful about the prices. We gain every advantage of cash buying. You get that benefit. [Prices.]

*Drugs, by Chas. G. Daniel.***Just What the Doctor Ordered**

And nothing else, goes into your prescriptions if you bring them here. The purest drugs. The most careful compounding. Graduate pharmacists. The prices are a relief from the proverbial "Drug Store Figures."

Are Both Eyes Alike?

Few people have eyes alike. Fully nine-tenths of those who wear glasses have different vision in each eye. Careless examinations fail to bring out this defect, consequently you suffer with headache, from eye-strain. I test each eye separately, select proper lenses, and adjust glasses to suit both eyes.

Spectacles and eyeglasses as low as 50 cts. **Thoma's Eye Water Cures Cold in the eyes.**

A. L. THOMA, S. O.,
SCIENTIFIC OPTICIAN,
Office 123 N. Main St., Piqua, Ohio.

*For a Dining-Room.***Oyster Stew.**

We make a specialty of oysters by the plate and on the shell. We always have fresh, fat, "Blue Points" ("Warren Rivers" "Warehams," etc.). Could there be a more attractive luncheon or supper when it happens to be just what you want? Our kitchen is as clean as a new pin. Our dining-room is neat, bright and cheerful, with efficient service.

[Prices of oysters, steak, chops, pie, etc.]

To Help You

save money, we suggest and advise and gladly show our goods, but we do not argue with you.

We serve our own interests best by giving you the privilege of returning garments if they are not satisfactory.

Dinner Tastes Better

If the dining-room has a bright and cheerful wall paper. Same with the other rooms—parlor, library and sleeping rooms. You enjoy your waking hours more, and actually sleep better for the sense of comfort and cheerfulness that tastefully decorated walls impart. It need not cost a lot of money either. We have beautiful Bedroom Papers, with 6-inch borders to match; the regular 10c. kind, 4c.

Handsome Hall and Dining-Room Papers, better bargains have never been offered anywhere, **12 1-2c.**

High Grade papers; the designs drawn this year, choicest colorings, **28c.**

Tapestry, Hand Print Pressed Paper, **50c. to 75c.**

*For a Laundry.***Laundry Reduction.**

It would make a big difference in your laundry bill to have a reduction of a few cents on every item. We have made a reduction all along the line.

Collars.....	1 1/2c each
Cuffs.....	3c pair
Shirts, plain or open front.....	10c
Spreads or Counterpanes.....	90c up
Lace Curtains.....	40c up
Family Washing, per doz.....	50c to 75c
Sheets, Pillow Cases, Towels, etc.	
per doz.....	40c
Blankets.....	40c up
Neckbands replaced.....	15c
Wristbands replaced.....	10c

We have a mending department; we make no charge for small repairs. We use no injurious chemicals; clothes done up by us wear longer than those done up by other laundries. We call for and deliver at your house.

*For a Furniture Store.***"The First Impression"**

is generally the most lasting. If you would make a favorable impression on your visitors, you should see that your hall is neatly furnished. This does not mean a great outlay of money, as some of the new styles of hall racks we are showing can be purchased for a very low price.

We have about forty different styles, ranging in price from \$6 to \$55.

*Clothing, by Chas. G. Daniel.***"Trousers!"
"Pants!"****"Breeches!"**

Call them what you will. We have, without doubt, the choicest line that's to be found anywhere in this city. Lots of them. All kinds. For the roughest work or the swellest dress. The low prices we ask have made our business the success it is.

[Prices.]

THE HAWES HAT.

HOW IT IS BEING ADVERTISED.

Within the past few years the name Hawes hats has forced itself into public recognition. This has been the result of assiduous, continuous and systematic poster work, supplemented by good general advertising.

A call at the main store, corner of Broadway and Thirteenth street, by the reporter of PRINTERS' INK, found

that time, we had been content to sell our entire product to the jobbers of middlemen. Then we found that, owing to the multiplication of manufacturers and the cutting of prices, our goods could not stand two profits. So we began to sell to the retailers. A few years convinced us that we could do even better. So about five years ago, in conjunction with our regular line, we made a special feature of a first-class hat to be sold for \$3, and

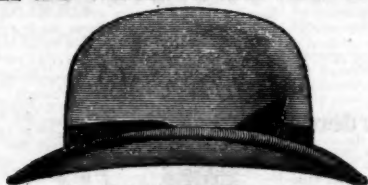
You'll Always
Wear a

Hawes

if You Wear
One Once.

1897-98

FALL AND WINTER STYLES NOW READY



Hawes GUARANTEED
HATS

DERBIES AND SOFT HATS, \$3.00 The World
OPERA AND SILK HATS, \$6.00 Over.

LADIES' TAILOR MADE CLOTH HATS, \$3, \$4, AND \$5.
LADIES' ROUND, DRESS, AND OPERA HATS.

WE ARE LONG-DISTANCE HATTERS.

If, by chance, you live where "Hawes Hats" are not on sale, the U. S. mail enables you to get one.

Remit the price; give us your height, waist measure, and size of hat worn. State whether Stiff, Soft, Opera or Silk Hat is wanted. Expressage prepaid on all orders. Money refunded, less express charges, in all cases if hats are not satisfactory.

Hawes Hat Company

...NEW YORK...

BROADWAY, Cor. 13th, and BROADWAY, Cor. 30th.

Please mention McClure's w

Mr. Benjamin F. Hawes courteously willing to accord all information.

"This is our main store. The wholesale department, Raymond, Hawes & Co., is in the rear, 62 East Thirteenth street, and we have another store at the corner of Broadway and Thirtieth street. It was about eight years ago that we recognized the wisdom of conforming to the newer methods that were obtaining. Up to

business has increased, we have adopted advertising in the dailies, the weeklies and the monthlies."

"Would you mind stating which?"

"Among the dailies we have used and do use the *Herald*, *World*, *Sun*, *Journal*, *Press*, *Telegram* and *Evening Sun*. These, we think, cover the entire city. We use about fifty lines, single column, and employ both display and reading. We prefer the

we were the first people to put such a hat on the market. About two years ago we decided that in order to make the success to which we aspired, we would have to create a demand for this hat. We started with the trade journals. In fact, we had been using these all along from the date of our first departure, and really only continued them. Our list was mainly *The American Hatter*, *The Chicago Apparel Gazette*, *The Trade Review* and *The Haberdasher*. These are and were our principal trade mediums. When we started the retail agencies, we furnished them liberally with posters from season to season."

"But you have adopted general mediums, too?"

"Oh, yes; this last year, as our

morning papers on the whole, because we believe that they have a general circulation outside of the city, which the evening papers have not. We have used reading notices, too, and found them effective; we shall continue to use them to some extent, even though we find them expensive, for we recognize that all good things come high."

"As to your general list?"

"Well, that includes some of the magazines, none of the juveniles or religious and some of the humorous weeklies, to wit: *Puck*, *Judge*, *Truth*, *Life*, *Town Topics*, *Brooklyn Life*, *Harlem Life*, *Standard*, *Century*, *Harper's*, *Scribner's*, *Lippincott's*, *Cosmopolitan*, *The Forum*, *McClure's* and *Munsey's*. In the weeklies we take three to four inches, and in the magazines quarter pages, mostly display."

"Any other mediums?"

"Yes, we favor the theater programmes. Last year we were in about a dozen of them. This year we will not take more than three or four, because we have such a large general line. We never have as yet been in the street cars or in the elevated cars, and we only have one outdoor display, except, of course, the large poster display which we have always been partial to. This exception is our splendid announcement on the ball grounds. This is right in front of the catcher, in full view of the grand stand."

"Then we go into ephemeral programmes too, more or less. We have to sometimes, and perhaps they do us a little good. We took space also in the Horse Show programme and in other Madison Square Garden affairs, as also in college and other athletic event programmes. It is hard to trace returns on these, however. But as our business is growing, we are willing to give all of them the benefit of all doubts."

"Who are your agents?"

"We have employed both the J. Walter Thompson Co. and the G. H. Haulenbeek Agency. Then, too, we have placed much direct."

"Who selects your mediums?"

"They often advise with us, and their advice carries weight, but we determine."

"Do you attempt to discover the value of your mediums?"

"We have, we believe, as effective a system as there is in vogue to determine the value of a medium to ourselves. We do quite a large share of

our business through mail orders. You will note in our advertisements the sentence: 'Remit the price; give us your height, your waist measurement and size of hat worn. State whether stiff, soft, opera or silk hat is wanted.' Nine out of every ten who write will state the medium. That gives us a very fair idea of the value of our mediums, sufficient for our purposes."

J. S. WILLIAMS.

THE HOME PAPER.

Only those who have lived in a small town can realize the power and fascination of the home paper. It occupies a place that no other publication can fill. The home newspaper comes first always. Everybody looks through every column to see if his or her "name is in the paper." Each bit of local gossip is read and discussed. Sometimes it is a birth, sometimes a death, sometimes a marriage. No matter what it is, every name mentioned is familiar to all, and for this one reason alone the home paper is prized above and beyond anything the "literary fellows" can produce.—*Country Publisher*.



A
FLY
SHOT

now will save you trouble later on. We have a few good screen doors in regular sizes that we will sell you at 60 cents each, for next week only. These doors are all right and the same as others ask you 75 cents.



WIDE-
AWAKE,

up-to-date, broad gauge methods puts us in the front rank. This is money for you — money for us. We make money by buying at the right time — from the right people — at a right price. You can make money by buying of us. Let us figure on your lumber bills.

KANSAS LUMBER CO.,
Hutchinson, Kansas.

S. M. JOHNS, Manager.

Mr. S. M. JOHNS, of the Kansas Lumber Co., Hutchinson, Kansas, advertises lumber and lumber specialties in the daily papers. Considering the fact that he is a pioneer in a new field, is not the advertisement here reproduced a pretty good specimen?

Retailers' Advertising.

Below are specimens of cut-rate advertisements by New England retail grocers. The first is by a Lynn house, which claims to make 19 cents on the lot. Of course the cheap lines in these combinations would not be supplied separately.

A TREMENDOUS SLAUGHTER!

5 Lbs. Sugar for 1c.

IN THIS LOT.

2 articles.....	1c
23 articles.....	99c
Never in the annals of mankind have first-class groceries been sold at such prices as we offer in this sale. The PUBLIC will readily see that many of these articles are FAR BELOW COST, which means a great loss, but, as we wish to become THOROUGHLY KNOWN, we are prepared to SACRIFICE \$,000 of these baskets for 99c each. We guarantee all to be NEW GOODS and JUST AS REPRESENTED. Will gladly REFUND MONEY if all is not satisfactory.	
5 lbs Sugar.....	1c
1 lb Saleratus.....	1c
1 qt Beans.....	1c
2 bunches Matches.....	1c
1 pkg Ginger or Pepper.....	1c
2 Lamp Wicks (medium size).....	1c
1 box Laundry Blue.....	1c
1 lb best Meal.....	1c
1 lb best Laundry Starch or Corn Starch.....	1c
2 lbs fine Table Salt.....	1c
1 bottle best Lemon.....	1c
1 pkg Soapine or Pearline.....	1c
1 lb very best Tapioca.....	1c
1 lb Evaporated Apples.....	1c
1 lb extra California Prunes.....	1c
1 bottle Carter's Best Ink.....	1c
1 lb best Formosa Tea.....	1c
1 large box Toothpicks (1,500).....	1c
1 lb boneless strip salt Cod Fish.....	1c
1 on large Nutmegs.....	1c
1 box best Shoe Blacking.....	1c
1 bar Laundry Soap.....	1c
1 large basket to carry them in.....	1c

All for..... 99c
If you cannot come to store drop us a card, and we will bring the 23 different articles for 99c, which generally cost elsewhere about \$1.65. Come early and don't lose this chance, as this is our last sale of this kind.

J. H. CLAPP & SON,

BESSOM BLOCK,

66 Union Street, corner Pinkham.

LOOK!

4 lbs Sugar for 1 Cent.

Fifty Cents saved by buying your goods by the basketful, at the following prices:

4 pounds Sugar.....	\$.01
1 box Matches.....	.01
1 quart Pea Beans.....	.01
1 pound Prunes.....	.01
1 bottle Lemon Extract.....	.01
1 pound Raisins.....	.02
1 4 pound Tea.....	.13
1 package Corn Starch.....	.05
1 box Stove Polish.....	.05
1 bar Soap.....	.04
1 pound Glass Starch.....	.05
10 cent Package Pepper.....	.05
1 package Soapine.....	.05
2 pounds Oatmeal.....	.07
1 bag Salt.....	.05
2 pounds Washing Soda.....	.05
1 pound Evaporated Apples.....	.05
1 box Blueing.....	.04
1 pound Tapioca.....	.05
1 basket.....	.06

Total..... \$0.50

The above goods are put up by the Basketful only,

WHICH WE SELL FOR 99 CENTS.

Quality and weight guaranteed, and money refunded if goods are not satisfactory.

W. J. FERGUSON,

Corner Paris and Wesley sts.

opp. Police Station 7

EAST BOSTON.

We Deliver Orders Free to All.

THESE ads, reproduced from a grocers' journal, illustrate one way of offering bargains in a grocery store. It looks attractive enough.

FILLING THE SPACE.

Fully 99 per cent of advertisers, whether they be local or general, seem to consider that advertising is advertising, irrespective of what the advertising states or the appearance of it. They buy their space by the line, by the inch, by the column, by the page, and pay enormous prices for it, and then fill it full of thoughtless, carelessly put together and indifferent matter. The average advertiser carefully considers his advertising expenditure, and gives practically no attention to his advertising preparation. He pays two or three thousand dollars for the single insertion of one advertisement in one paper,

and refuses to pay as much as \$10 for the preparation of that advertisement. If a given advertising space is worth \$5,000, it seems to me that not only common sense but business discernment would suggest that that valuable space be well filled.—*Advertising Experience, Chicago.*

BREAKS THE THREAD.

An allusion to a rival in your ad breaks the thread of interest felt in you, in your story, by the reader. It deflects attention from your story. The sort of human nature which prompts you to smack your competitor should be ignored in the ad.—*Ad Sense.*

ANDREW DAVEY

TEAS, COFFEES AND FINE GROCERIES.

The whole world has watched the whirl of the wheat market. The interests of every man, woman and child were concerned. The price of Flour is important to my tens of thousands of customers in all parts of Greater New York. This is why I watched the market, saw and mined, advantages in their behalf. I count it a pleasure and a privilege to be able to offer SPECIAL FOR THE REMAINDER OF THE WEEK in all my stores my high grade

**GOLDEN GRAIN
FLOUR.**

None better at any price. Special for the
REMAINDER OF THE WEEK

GOLDEN GRAIN



FLOUR,

None better at any price.
Special for this week,
per bag.

65c.

COFFEE

—Bean or
Ground,
—very good—
much better, in fact, than any
other Coffee sold
at anywhere
near this price.

15c

1200 First Ave., Bet. 75th and 80th Sts.
390 First Ave., Cor. 118th St.
390 Second Ave., Near 2nd St.
1641 Second Ave., Cor. 27th St.
1642 Third Ave., Cor. 123d St.
391 Third Ave., Bet. 100th and 107th Sts.



**PHOTO
SALMON.**

House's Photo Salmon, a brand
well known to all my
customers, SPECIAL
is 1-1/2. Tall cans.

11c.

**DOMESTIC
SARDINES,**

Packed in rich oil,
per can 3c., or 8 1/2
cans for

16c.

**BOSTON BAKED
BEANS, 06c.**

Very fine, large cans.

**EARLY
JUNE PEAS, 06c**

Very choice, per can

3211 Third Ave., Bet. 107th and 111st Sts.
320 Eighth Ave., Bet. 20th and 21st Sts.
3112 Eighth Ave., Bet. 114th and 116th Sts.
3240 Eighth Ave., Near 115th St.
3443 Eighth Ave., Near 115th St.
343 Ninth Ave., Cor. 41st St.
754 Ninth Ave., Near 115th St.

PER BARREL,

\$5.25.

Guaranteed equal to any flour
made or money refunded.

**WORCESTER-
SHIRE
SAUCE,**

Extra fine, specially bottled
for use in Worcestershire,
England.

15c.



TEAS

—Oolong, Eng-
lish Breakfast, or
Mixed— all of
very excellent quality and flavor
—unspecial
at so low a
price.

25

390 Tenth Ave., near 41st St.
726 Tenth Ave., Near 40th St.
91 Amsterdam Ave., Cor. 40th St.
173 Myrtle Ave., Cor. Fresno St., Brooklyn.
323 Manhattan Ave., Greenpoint L. I.
143 New Main St., Yonkers, N. Y.

ANDREW DAVEY

THIS HALF-PAGE ADVERTISEMENT FROM THE NEW YORK "DAILY NEWS" OF OCTOBER 7TH IS REPRODUCED HERE, BECAUSE A GROCER'S ADVERTISEMENT OF SUCH SIZE IS RATHER A CURIOSITY.

A CASH BUSINESS.

More and more merchants seem to be interested in the "cash only" idea. In a community where that plan can be worked at all it is surely the preferable way. Not only can a cash business be transacted for less expense than the cash and credit kind, but it enables the bright merchant to turn a corner with ease and certainty. Said one of this kind to me a few days since: "If we get a little short, we have only to make a special sale of something, and we can change at least a part of the goods into cash—enough to let us out of our trouble. Whereas, if we gave credit, no matter how much we sold, so large a part of it would be charged that we would not be likely to get much instant relief." There is reason in this position. I know a great many instances in which a quick turn has been made by a cash house and serious inconvenience, to say the least, avoided.—*M. M. Gillam, in Brains.*

IN THE CAUSE OF ART.

Judge—The plaintiff accuses you of kicking him violently in the stomach.

Artist—Yep. He's my model. I was trying to get him into a proper attitude for the poster I'm expected to design for the *Ladies' and Gents' Home Magazine*.—*American Medical Journalist.*

IN NANTUCKET.

A curious custom at Nantucket is the disposing at auction of any surplus stock at the butcher shops. The meats are displayed on a bench in front of the store, and after the town crier has gathered a goodly audience the sale begins. The buyer has first choice of a lot, and after making his selection the sale goes on. Potatoes and other produce are auctioned off in the same way, whenever there is a glut in the market. There is no floating population on the island to consume the surplus stock, and no tenement districts on which it can be unloaded at a sacrifice. These auction sales appear to be a very old custom at Nantucket, and the results are so successful that frequently a sale is held every evening.—*Godley's Magazine.*

OPPORTUNITIES FOR ADVERTISING.

You've all heard the story of the hardware dealer's wife who bought a new-fangled coffee-pot from a peddler because she did not know her husband carried it in stock. It may be a canard and again it may have happened. There are many dealers in hardware and every other line who get good new things in constantly that are worth devoting a whole advertisement to and yet they let the old stereotyped card go on its perennal way.—*Stores and Hardware Reporter.*

CIRCULATION INSURANCE.

(Condensed from the Original).

MINNEAPOLIS, Minn., Oct. 23, 1897.

Editor of PRINTERS' INK:

On the evening of October 21st the Frank B. White Co., of Chicago, Advertising Agency, gave a banquet at the Auditorium Hotel to about 125 prominent advertisers and about twenty-five publishers. The undersigned was on the programme to respond to the toast, "The Future of Agricultural Advertising," and a large portion of the response dealt with the question of proof of circulation. Ever since we were instrumental in getting \$100 from George P. Rowell & Co., for the benefit of a poor printer who exposed the circulation fraud of the *Farm, Stock and Home*, of Minneapolis, this question of proof of circulation has been our hobby. We have made a hobby of it to such an extent that advertisers connected our name with that idea, and it was with the advice of Mr. White that we made our speech along that line. We took a somewhat advanced, and possibly theoretical, position in regard to the ideal method of placing advertising which would be attained in the future, and we asserted that this whole matter may be analyzed and systematized as scientifically as is the science of medicine, which, however, is not one of the "exact sciences." I write you in order to call your attention to our advocacy of an Advertisers' Insurance Company. The writer proposed such a company when in conversation with Mr. Rowell in 1893. Since then a Circulation Insurance Company has been organized in Chicago, but it does not fill the bill, because it is supported by the publishers. A company such as we advocate ought to be supported entirely by the advertisers, and be entirely independent of the influence of interested publishers. We had more to say on this subject, and especially upon the right of the advertiser to know that he gets what he pays for; and when we sat down our position was attacked by Mr. M. J. Lawrence, editor of the *Ohio Farmer*. He extolled the high character of the publishers, and said, as for himself, he would be insulted if an advertiser demanded proofs of his circulation, and he would say to the advertiser that he did not want his business.

If you have on file a copy of the September issue of *Agricultural Advertising*, you will find in it a long letter from this same Mr. Lawrence, proposing that he would join with any other ten publishers to have an examination of their circulations. All the publishers were to divide the expense of the examination. After the banquet I said to Mr. Lawrence, "What in the world did you mean by jumping on me as you did in regard to proof of circulation, and just what did you mean by your position in the September issue of *Agricultural Advertising*?" He waived aside the last question, but came at me on the first question by saying: "What did you mean by jumping onto me in *PRINTERS' INK* a year or so ago? That was no fight of yours." I had really forgotten all about that, and was surprised that that was ringing in Bro. Lawrence's heart yet, but I said to him: "I beg your pardon; when you attacked the reliability of the American Newspaper Directory's guarantees of circulations, your attack was upon all of us whose circulation had been guaranteed. You can have your circulation guaranteed if you will state it and sign your statement."

Environment has a great deal to do with the bent of a man's life and mind. It so happened that about four years ago we had

occasion to lay open to the public gaze the rottenness of a certain farm paper's circulation statements. We proved that that paper had for years been getting advertising on the basis of over three times the circulation that it actually had. Our evidence was so conclusive that the publishers who were exposed actually acknowledged the truth of the exposure. The swindle to which they confessed amounted to many thousands of dollars a year, but no reparation has ever been offered to their victims.

This exposure was clinched upon payment from the American Newspaper Directory of the \$200 reward. We did not receive that \$200. We simply furnished the evidence to a poor printer and he got the money. This circumstance brought forcibly to our minds the importance to advertisers of knowing that they get what they pay for, and we thereupon adopted and copyrighted the circulation bond. We supposed, of course, that advertisers would frequently make use of the coupons of this bond, as a matter of curiosity, if for no other purpose. We have given advertisers hundreds of these bonds during the last four years, but up to the present date we have not discovered that any advertiser has ever made use of any of the coupons. Surely this is apathy most astonishing.

We believe that the same advertisers would consider it ruinous business methods to purchase anything else than advertising space to the value of hundreds of thousands of dollars and take no measure to check up bills or to know that they get what they pay for. It is not sufficient to say that they have such great faith in our honesty that they do not need to investigate. Does it imply that when they buy iron from a foundry and require the iron weighed on receipt, that they thereby impute dishonesty to the foundryman? When they go to the bank with a draft and the cashier hands them the currency, is the cashier justified in assuming that they consider him a thief because they count that currency after he has counted it? Why is it an insult to a publisher to apply the same business method in buying advertising from him that they do in buying iron from a foundry, or in receiving money from a bank or from the United States treasury?

Yesterday the editor of the *National Stockman and Farmer*, of Pittsburg, was in our office, and in speaking of this matter he said that he did not believe that there were ten publishers of farm papers in America who would be willing to have their circulation investigated. Perhaps this was a random statement, for it was made in reply to a reference to an article published in the September issue of *Agricultural Advertising*, in which a certain publisher offered to unite "with any ten publishers" to have circulations investigated. Now, in our own case, we have not waited for any other publishers, but have already within the past ten days had the entire records of both of our papers thoroughly investigated by Lord & Thomas and by the Frank B. White Co., and we now have in our possession letters from President Lord, Vice-President A. L. Thomas and President Frank B. White to that effect.

We were surprised at the banquet recently given in Chicago to advertisers to find the very publisher who had proposed to unite with ten other publishers to have their claims investigated take issue with the writer's position that advertisers are entitled to investigate. He said that the farm paper publishers were men of such great respectability, that he for one would consider it an insult for an advertiser to ask him for proofs

of his circulation claims, and that he would tell that advertiser that he did not want his business. It has been our experience that a good many publishers would like to have advertisers think that they are willing to be investigated, even while they bank on the fact that it is almost impossible to induce an advertiser to investigate. These same publishers would be insulted by an actual demand to investigate their claims. Yet advertisers fail to distinguish between bluff and sincerity.

This brings me to a practical solution of the problem. Four years ago, in talking with George P. Rowell, publisher of the American Newspaper Directory, I suggested that there ought to be a circulation insurance company to investigate and guarantee circulation. Mr. Rowell did not believe that such a company would be profitable, but since then such a company has been organized in Chicago. It has one great weakness, however—namely, it is supported by publishers whose circulation it guarantees. I do not reflect upon the company nor upon those publishers in saying that its guaranty, from a strictly business standpoint, may be considered as the guaranty of thieves to watch each other and not to steal. Do not misconstrue my meaning. I do not say that publishers are necessarily thieves. I simply say that a company composed of the publishers themselves really gives no more assurance than the individual publisher does.

The kind of company that I recommend would be a circulation insurance company to be organized entirely by advertisers. Let them have a corporation and take stock in the company. Let that corporation employ experts. Let the advertiser then have his own form of advertising contract, to which will be attached coupons authorizing the expert of the insurance company to enter the publisher's office at any time and examine any kind of proof of circulation that he demands. Let the advertiser refuse to use the columns of any paper whose manager will not sign the coupon.

It will not be necessary that the expert shall always examine all of the papers; but the special contract would be like a sword held over the heads of the publishers, and an occasional exposure would have a wholesome influence. The special contract should stipulate not only that the advertising should be free, if the circulation proved to be less than claimed, but also that the publisher agreed to pay a large sum in proportion to the shortage as liquidated damages. Surely the large advertisers united would find it a great economy to support such a company. Especially important papers should be examined at least semi-annually.

This same company could, for a consideration, also insure papers to other advertisers, and thus receive a revenue the same as credit insurance companies guarantee banks against thefts of their employees.

Of course, the company should be national in its scope. The damages in case of the loss of the guaranty would not come out of the company's treasury, but from the publisher who had lied about his circulation.

Now, we would not be misunderstood as arguing that the number of subscribers is the only consideration for an advertiser. I agree with all others who have thought on the subject, that the number of subscribers is only one element; the character of subscribers is very important; the condition of the times is very important; the general policy of the paper to be used has a bearing on the value of an advertisement. But all of these elements can be observed by the advertiser

and can not be hidden by the publishers. Any advertiser can judge the character of readers a paper has, by examining the editorial tone of the paper. But no advertiser can know about the number of subscribers if the facts are hidden by the publisher.

There has been an improvement in this situation in recent years, and many advertisers now check their "returns," and base their renewals of contract on the returns received from that particular paper in the past. At first glance this would seem conclusive, and so it will be conclusive, when these returns are traced to ultimate sales and the records shall have been kept over a period long enough to be typical. But the present trouble is that most records fail to discriminate between mere inquiries for free catalogues and actual orders. This is not a visionary distinction by any means. The paper which reaches Populists, for instance, reaches a class of people discontented with local conditions; always looking for something for nothing; always expecting to find the pot of gold just over the hill at the foot of the rainbow. They have lots of time to write postal cards, but neither money nor energy to buy and pay for farm machinery, nor much of anything else. Anybody can get that kind of "returns," and even more of such "returns" from that sort of paper than from a paper reaching an equal number of thrifty farmers, too busy and too sensible to write unless they expect to buy. So if an advertiser was to advertise threshing machines in the *Youth's Companion*, he would get plenty of "returns" in the way of requests for illustrated catalogues; but we positively know that the readers of the *Youth's Companion* are opposed to threshing, and would buy no machines to supersede the home slipper.

The fact is, that if a medium has the elements which bring returns, the returns are absolutely certain, and these elements can be summed up under three headings: First, number of subscribers; second, character of subscribers adapted to the article advertised; third, general condition of prosperity.

Yours truly,
P. V. COLLINS,
Manager of the *Northwestern Agriculturist and Skordemannan*.

MUCH PHILOSOPHY IN LITTLE SPACE.

Business men, in business hours, attend only to business matters. Social calls are best adapted to the social circle. Make your business known in few words without loss of time. Let your dealings with a stranger be most carefully considered, and tried friendship duly appreciated. A mean act will soon recoil, and a man of honor will be esteemed. Leave "tricks of trade" to those whose education was never completed. Treat all with respect, confide in few, wrong no man. Be never afraid to say no, and always prompt to acknowledge and rectify a wrong. Leave nothing for to-morrow that should be done to-day. Because a friend is polite, do not think that his time is valueless. Have a place for everything and everything in its place. To preserve long friendship, keep short credit; the way to get credit is to be punctual; the way to preserve it is not to use it much. Settle often; have short accounts. Trust no man's appearances; they are often deceptive, and assumed for the purpose of obtaining credit. Rogues generally dress well. The rich are generally plain men. Be well satisfied before you give a credit that those to whom you give it are men to be trusted. Attend strictly to your own business.—*Blaine's Manual*.

THE AD SOLICITOR WINKED.

The Manufacturer looked up as the Advertising Solicitor came in. "I'm just as glad to see you," he said, "as if I were going to give you a big order, but don't sit down expecting to talk me into signing any contract to-day, for I am not going to do it."

"I hadn't the least idea of talking business to you," replied the Advertising Solicitor, taking a seat. "I'm traveling around solely for my health and to build up an expense account for the folks at home to struggle with when I return."

"You are telling about the truth for the first time since I knew you," answered the Manufacturer. "I suppose you are willing to own up that business is dreadfully dull?"

"Yes, it is dull, for you fellows here in town, but I haven't noticed anything of the kind out in the country. I've been down to the old home and I never saw such crops in my life. Stock and crops are good in Ohio, and prices are on the rise. Out in Kansas they are paying five dollars a day for harvest hands when they can get them. Up in the Northwest, Collins writes that the crops are phenomenal, and a fellow told me the other day, in Minneapolis, that the farmers in Minnesota are already feeling the dollars jingling in their pockets. Oh, yes! things are dull in town because the farmers are so busy wallowing around in the waves of prosperity that come with big crops and fair prices that they have not time to come to town."

"Really, are the crops so good all over the country?" asked the Manufacturer, interested in the talk of the Solicitor.

"Really and truly, they are. I'm not giving you any fairy tale or pipe dream. I've been around a little, as I told you, and I never saw the promise for crops better. This has been an ideal year for farming. It was cool and wet in the spring, so as to give the wheat and grass a good start, and then it came warm at just the time to make the corn fairly crack, it grew so fast."

"Well, I've heard something of this before, but I thought it was just talk by prosperity prophets who were whistling to keep their courage up. If this thing keeps up we will be able to do something for you this fall."

"Yes, thanks; I look for a lot of that when crops begin to move. I've

got several good friends who are making the same kind of mistake."

"What mistake?"

"Turning their dish over after it has quit raining porridge."

"How so?"

"Don't you know that when these big crops are made, but just before they are harvested, a lot of farmers will begin to think how they will spend their money? There will be a few weeks when they haven't a thing to do but look over the place and talk with their wives about what they will buy when they sell their crops. This is, figuratively speaking, the cloud the size of a man's hand which betokens that coming precipitation of porridge, which, in the symbolical language I am now using, means orders."

"Yes?"

"Sure. And then the cloud will roll nearer and the Manufacturer will see that the porridge is made of dollars—big, hard plunks—and they are going to fall into some man's dish. Who will get them?"

"I hope to get my share."

"How can you hope to do so when you find yourself lamenting that the harvest is past and the summer is ended, and you haven't had a single ad running in any paper on earth? Who will know you have things to sell? Who will be able to guess that you didn't die last spring? Who will feel certain that you have not retired on a fortune and quit making goods to sell at great profit for cash?"

"People know I've been here for years and am not likely to quit all at once."

"Out of the multitude a few may know this, but each year there rises up a new host of buyers who know you not. Unless you advertise they will never know you. They are the sons of farmers and they read the farm papers all the year through. The farm paper is their Shakespeare, their Homer, their Scott, their Browning—their literary pabulum, so to speak—and their guide and friend. From it they get directions when and how to sow their crops, kill their pests, sell their grain and stock and buy their necessities to a great extent. When they have money to spend they spend it royally and don't kick about it afterward. Some of the fellows are getting their ads going already, and those are the ones the farmers will remember when they come into the market-place

to buy. As you say you are not going to give me a contract, I will leave you to think over these few remarks until the next time I pass this way."

"But—sit down, hold on, wait till I get a word in," said the Manufacturer. "I've been thinking about this thing myself, lately, and I don't know but what you say is true, although I must say that you haven't that unvarying devotion to the truth at all times that I admire so much. Come around in the morning with an estimate and a list of papers and we'll think it over."

"To-morrow never yet on living human rose or set, and I think it might be well to get it off your mind."

"Well, since you will have it so, get over here and we'll fix it up."

Then the Advertising Solicitor "winked the other eye." See?—*Aust Agricultural Advertising.*

WHAT ADVERTISING IS.

Good advertising is but simple truth, plainly told—every word of it being about your own business, as though there were no other stores in existence; and, as nine-tenths of those influenced by it are women, it should by all means be dainty in appearance and refined in wording—the fewer words the better. —*Ad Book, San Francisco.*

ONE MAN'S VIEW.

Billboard advertising has proved to be of benefit, but it has outlived its day in the Eastern cities. Walls and street cars are so thoroughly plastered that a kaleidoscope is a simple problem in comparison. —*Rounsvell Wildman, in the Ad Book.*

STORES THAT DON'T ADVERTISE.

It is a matter of common belief—and a belief backed up by experience—that an unadvertised business can not be successful; nevertheless there are some exceptions which serve to prove the rule.

One of these is the success which has attended the establishment of the five and ten-cent stores. They do an enormous business on a strictly cash basis. They pay large rents, employ plenty of help and are at great expense for lighting, store fitting, etc., and yet they do a very prosperous trade without the aid of newspaper or any other form of advertising except their own window displays.

It must be candidly admitted that the chief reason for this success is the remarkable values they give. The prices asked for different household articles—glass, crockery, and tinware and toys—are invariably far below those demanded for similar goods at the alleged bargain sales of the department stores. Shoppers have made this discovery, and the true bargain seeker now haunts the five and ten-cent stores, where a thousand and one household necessities meet the eye at a fabulously low price.

The only drawback to the shoppers is that they must carry home their purchases themselves. The margin of profit on each article is so small that cartage could not be paid, but the system is an excellent illustration of the value of "small profits and quick returns."

It would seem, however, that if the stores were advertised—even if only so far as to indicate their locality—the business, big as it is, might be enormously extended, but such a claim is met by the proprietors of the stores with the reply that the margin of profit is so exceedingly small as to preclude advertising bills altogether.

JOHN CHESTER.

ON THE FAT OF THE LAND.

Quizzer—I hear that he is living on the fat of the land.

Guyer—Yes, his obesity cure is selling well. —*N. Y. Evening Journal.*



IF TWO WELL KNOWN ADVERTISING FIGURES SHOULD MATERIALIZE AND MEET.

NOTES.

THE Seattle *Post-Intelligencer* announces that 214,134 copies of its special Klondike edition were sold in one week.

A big department store in Cleveland, Ohio, has placed a circulating library in its building, for the benefit of patrons of the store.

THE Chester Suspender Co., of Roxbury, Mass., offers prizes aggregating \$200 for best quarter page ads. The competition is confined to proprietors, managers and clerks of men's furnishing stores or departments.

THIS is a jingle used by Cassel & Co., the Broadway clothiers:

Our goods are in the fashion,

Our prices always fair,

Our dealings and our workmanship

Are upright, straight and square!

BRIDGES & Co., printers, of Baltimore, Md., advertise "Sensible people pin their faith to Bridges when they want printing promptly done," and indicate the "sens" of sensible by two pennies, the "pin" by a pin and "Bridges" by pictures of three bridges.

H. C. F. KOCH & Co., of 125th street, New York, make it a practice of giving to all outgoing customers a list of the special bargains for next day. They have been doing this for a year, and claim that the results are satisfactory. The slips are made to vary in color every day.

A CHICAGO cigar dealer placed a glass jar full of silver coins in his window and offered five boxes of Havana cigars to whoever could guess nearest to the actual amount of money in the jar. A thief stole the jar during the night, and politely wrote and told the cigar dealer that it contained exactly \$37.75, but said he would not claim the Havanas.

MESSRS. WARD & GOW, of the Lincoln Building, Union Square, New York, agents for the Standard Dictionary, wish to obtain numbers 1 to 7 of Volume II. of PRINTERS' INK. The Little Schoolmaster can not supply these issues, but trusts that some reader of this may be able to do so. No doubt Ward & Gow would be willing to pay a reasonable price for them. The desire to have a full set of the bound volumes of PRINTERS' INK is a commendable ambition and one that should be encouraged.

OFTEN QUOTED.

My success is owing to liberality in advertising.—*Robert Bonner.*

Keeping everlastingly at it brings success. *N. W. Ayer & Son.*

The road to fortune is through printers' ink.—*P. T. Barnum.*

Success depends upon a liberal patronage of printing offices.—*J. J. Astor.*

Frequent and constant advertising brought me all I own.—*A. T. Stewart.*

Constant and persistent advertising is a sure prelude to wealth.—*Stephen Girard.*

Advertising is like learning—"a little is a dangerous thing."—*P. T. Barnum.*

Advertising is to business what steam is to machinery—the grand propelling power.—*Mecenas.*

I would as soon think of doing business without clerks as without advertising.—*John W.anamaker.*

He who invests one dollar in business should invest one dollar in advertising that business.—*A. T. Stewart.*

SOUPS and flavoring extracts should be advertised with good taste.

THE VALUE OF AN INVENTORY.

The merchant who does not inventory his stock at least once a year is doing business in the dark. He doesn't know where he stands, what he is doing or how much his daily wages are. He may be living at a high rate; he may be a fine dresser, a lavish entertainer and a "prince of good fellows;" he may be accounted wealthy among his associates, but his yearly income may actually be less than a cash-boy's. The cost of all this display comes out of his capital. It is drawing the life blood from his business. The business will stand it just so long and then the crash comes—usually severe and final. Of course, warning symptoms are seen and felt before the collapse, but it is then usually too late to avert disaster. An annual inventory reveals weakness where it exists, and points to methods that will put the business on a sound basis. A semi-annual inventory will show which is the stronger and more profitable season, and which one is in need of the greatest attention.—*Keystones.*

PICTURES.

Pictures are as interesting to grown people as to children, and some idea of the nature of the goods may be conveyed in this way more effectively than by verbose descriptions. Illustrated advertisements are becoming more and more popular as a means of showing the public the style of goods for sale.—*Stevens and Hardware Reporter.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

KANSAS.

THE Emporia WEEKLY GAZETTE is credited by the American Newspaper Directory with the largest circulation of any paper in Lyon Co.

NEW JERSEY.

SUPREME IN ITS FIELD.

THE DAILY NEWS is a successful advertising medium. WHY? Because it is read by everybody, and brings results quick. THE PASSAIC DAILY NEWS, Passaic, N. J.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,000 weekly. LA COSTE, New York.

YOUNGSTOWN, OHIO, SUNDAY NEWS—28 pages. Largest paper in Youngstown and Mahoning Valley. Advertisers and others—sample free. Rates 20c. inch each insertion. C. M. SHAFFER CO., Youngstown, Ohio.

OREGON.

SALEM—"If the advertiser wishes to reach with powerful influence the people of Salem, Oregon, and vicinity, he must seek the STATESMAN."—*Printers' Ink.*

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W. Va. English daily.

WASHINGTON.

THE "P.-L."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

CANADA.

\$28 FOR 1 inch, I. A. W., for 3 mos. in 22 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements can not fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
7. **The Christian Arbitrator.** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

A DESIRABLE ADVERTISING NOVELTY.

The "Monitor," a combination desk clock, daily memo., cald., pin tray and pencil rack. 7 1/4 ins. square, weighs, packed for mailing, 15 oz. ANY desired advertisement can be printed on clock dial and label, or in large lots on each leaf of the calendar pad. Write for circular and particulars. Single clock, \$1.25.

Baird Clock Mfg. Co., 140 Clinton St., Chicago, Ill.

QUICK RESULTS

are obtained by advertising in LANE'S LIST. Five papers, read by every member of Seven Hundred Thousand Home Circles in America every month. Rates only \$3 an agate line and 5 per cent allowed for cash payments. TRY them yourself; or write to the home office for particulars.

LANE'S LIST,
(INCORPORATED)
Augusta, Maine.

To the Advertiser

... WE CAN BE OF SERVICE TO YOU ...

In advising you when and where to advertise to the best advantage. We are constantly dealing largely with publishers throughout the United States and have the reputation of having no alliances with publishers through newspaper directory space, trades or printing material deals; our dealings are for cash only and therefore have the advertiser's interest always paramount.

We make a specialty of writing and designing illustrated advertisements, setting up matter and making electrotypes at a cost to you, without profit to ourselves.

We also furnish plans and estimates for any line of Newspaper Advertising to parties contemplating advertising, without charge. Our system of handling business insures correct service, full measure, full time, and correct position.

If for any reason whatever your advertising is not profitable to you, or if you contemplate placing new advertising, call on us, inspect our ways, or send word to have us call.

Our Business Is

Advertising

GEO. H. REGAR ADVERTISING CO.,
1009 ARCH ST., Philadelphia, Pa.

50,000

Prospectors Bound for the Yukon.

That is a conservative estimate of the number who will go next spring.

Seventy-five per cent or more of this number will outfit at **Seattle**.

All the steamship lines start from **Seattle**.

Ninety per cent of the Alaska trade is held by **Seattle**.

This city is the Gateway to the Yukon Gold Fields.

Make your advertising contract with **THE SEATTLE POST-INTELLIGENCER** now.

A. FRANK RICHARDSON,
Special Eastern Representative,
Tribune Building, New York.

GEORGE U. PIPER,
Manager.

S. P. WESTON,
In Charge of Advertising.

ODD ADVERTISERS.

We found one who would not give us an order for the odd reason that our prices are fixed and we never cut them. (Unfortunately, that's odder than it should be among publishers.)

"But in making a fixed rate we've made it low," said we.

"That don't make any difference to us. We never make a contract unless we get a cut price. If you will not give us a special price there is no use talking longer."

We stopped talking. We are odd enough ourselves to refuse to ask a higher price than our rates in order to cut it.

We shall probably never get that order. Certainly not unless the advertiser changes his methods. He will have to pay a great deal more to reach our

220,000 Homes

and will have to work a great many different ways to do it. Even then he can not get the valuable part of the advertising which our papers give—the indorsement.

And yet the article he advertises would go first rate with our readers.

How is it with you?

Have you anything they would buy?

If so, hadn't you better take the best way to tell them about it?

The Sunday School Times

THE LUTHERAN OBSERVER,
THE CHRISTIAN STANDARD,
THE PRESBYTERIAN JOURNAL,
THE REP. CHURCH MESSENGER,
THE CHRISTIAN INSTRUCTOR,
THE EPISCOPAL RECORDER,
THE CHRISTIAN RECORDER.

We attend to the details of advertising for all these papers. Write to us.

THE RELIGIOUS PRESS ASSOCIATION,

104 South Twelfth St.,
PHILADELPHIA, PA

New England's Family Paper.

THE Portland Transcript

The following facts will interest advertisers who are seeking the best medium and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was

23,443¹⁰/₅₃

2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 2, 1897.

TO WHOM IT MAY CONCERN:

This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.

(Seal) T. M. HAMILTON, Pressman.

ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. RATTLE,

Notary Public, McLennan Co., TEXAS.

Advertising rates are reasonable.

Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

Circulars Booklets Advertisements

There is no other printer anywhere who has better facilities for turning out artistic circulars, booklets and advertisements. I have had charge of the typographical end of PRINTERS' INK since the first number. Most people say it does me credit. I think it does. If you think the experience I have gained in that position can be of service to you, it is for sale. If you write me and tell me what you want in the way of a circular or booklet, I will gladly furnish you with an estimate. If you are a user of newspaper space, no matter how small, it will pay you to have me put your advertisement in type and furnish you with electrotypes, all ready to print from. All the type and borders in use in PRINTERS' INK are at the disposal of my customers, besides hundreds of cuts for illustrations. No matter what you want in the way of printing, I would like to hear from you.

Some people seem to think that because I have been sick for a year, I am dead but I want all my old customers and readers of PRINTERS' INK to know that I am back, doing business at the old stand again, with a new lease of life.

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 Spruce St., New York.

A LIVE CITY. JOLIET, ILLS.

It grew from . . . 11,637 in 1880
to . . . 27,407 in 1890
Official School Census and Suburbs, 35,400 in 1897
Few cities show a better growth

It is the Home of Great Factories. Exceptional Railroad Facilities. Outer Belt Line crosses all roads entering Chicago. Four Trunk Lines touch Joliet.

7,039 men now employed; \$4,223,400 annually paid in wages. Chicago Drainage Canal will leave in Joliet \$500,000 more in wages in 1898.

Advertisers should know these facts, also that the

JOLIET DAILY NEWS

Is the Oldest, Biggest, Little Daily in the United States.

5,494 sworn circulation for 12 months ending Oct. 1, 1897.
Write for rates.

ESTABLISHED 1868.

THE AMERICAN NEWSPAPER
Directory gives

THE DAILY NORTHWESTERN

OSHKOSH, WIS.,

a detailed rating as follows:

1897, - - - 3,482

1896, - - - 3,354

1895, - - - 3,259

This is guaranteed by the Directory publishers. 3,482 is, for a city of 26,000, a good circulation, and, besides, it is honest. Newspapers generally feel proud if they reach a circulation amounting to ten per cent of the population of the city in which they are published and very few do it. THE NORTHWESTERN'S circulation is more than thirteen per cent of the population.

Eastern advertisers will find files of this paper and can make contracts at our New York office, No. 38 Park Row, in charge of H. D. LA COSTE, at exactly the same rates as at the home office.

It Reaches the People who Buy

An important factor in the value of an advertising medium is the character of the class which reads it. An advertiser who is now using our columns says of the Forest and Stream readers:

"Kennebunkport, Me., Oct. 21, 1897.—My ad in *FOREST AND STREAM* has certainly paid me well. I find that your paper reaches a class of people I can not get at in any other way. They are that class who buy without regard to cost, and they have the means to do it with.

D. H. HECKMAN."

You can reach the same class by using the same medium. Because of an established circulation among people who are liberal purchasers, the *FOREST AND STREAM* gives good returns for money invested in its advertising columns.

Write to us for terms.

FOREST AND STREAM PUBLISHING CO.,
New York Life Building, 346 Broadway, New York.

Leaders in Ohio

THE LEADERS IN OHIO.

AKRON, Beacon-Journal
 ASHTABULA, Beacon
 BELLEFONTAINE, Index
 BUCYRUS, Telegraph
 CAMBRIDGE, Jeffersonian
 DEFIANCE, Republican-Express
 EAST LIVERPOOL, Crisis
 FINDLAY, Republican
 GALLIPOLIS, Journal
 HAMILTON, News
 IRONTON, Irononian
 KENTON, News
 LANCASTER, Eagle
 LIMA, Times-Democrat
 MANSFIELD, News
 MARIETTA, Register
 MARION, Star
 MASSILLON, Independent
 MT. VERNON, News
 NEWARK, Tribune
 NORWALK, Reflector
 PIQUA, Call
 PORTSMOUTH, Times
 SALEM, News
 SANDUSKY, Register
 SIDNEY, Democrat-News
 SPRINGFIELD, Republic-Times
 WARREN, Chronicle
 WOOSTER, Republican
 XENIA, Gazette and Torchlight
 YOUNGSTOWN, Vindicator
 ZANESVILLE, Courier

"The
 United
 States of

OHIO"

Sounds a trifle
 big outside of

OHIO

But by the use
 of newspa-
 pers in

OHIO

Fame and Fortune
 may be se-
 cured by non-
 residents of

OHIO

It is suggested
 that the "Se-
 lect List" of

OHIO

Presents the oppor-
 tunity of
 "getting
 there" in

OHIO

Advertisers looking for more
 worlds to con-
 quer should
 move on

OHIO

WRITE EACH PAPER FOR RATES.

Leaders in Ohio

A "Want Ad" Circulation.

Many advertisers find the "help wanted" columns of papers having a large want patronage profitable for other than "help wanted" ads. This is explained by the fact that hosts of people having positions read these announcements in search of better ones, so that it is a question if, after all, the want columns are not perused by more people who have money to spend than by those who lack this essential requirement of good customers.—*Printers' Ink, editorial.*

THE COUNTRY GENTLEMAN

Has many more "want ads" than all other agricultural weeklies put together; and its circulation is now nearly 27 per cent larger than a year ago.

AS TO QUALITY,

Printers' Ink says editorially that it "meets the eyes of an unusually large number of the class known as gentlemen farmers, and is in demand among advertisers desiring a circulation of the very highest class." It goes, by hundreds of copies, into refined homes and luxurious city clubs where no other agricultural paper would be taken as a gift; and, in brief, it

HAS A CONSTITUENCY INCOMPARABLY SUPERIOR IN PURCHASING ABILITY TO THAT OF ANY RIVAL.

Twenty large pages weekly, freely illustrated and carefully printed on fine paper.

Advertisements tastefully set and carefully classified.
Nothing objectionable received.

One insertion, 40 cents per line, \$5.00 per inch.

Liberal Discounts for Continuance.

Subscription price, \$2.

Send for Sample Copies.

LUTHER TUCKER & SON, PUBLISHERS, ALBANY, N. Y.



Mack & Co., wholesale druggists at 13 and 15 Fremont Street, San Francisco, say, concerning the sale of Ripans Tabules, that they greatly admire the system of advertising pursued, the effect of which they have plainly felt in the largely increased demand. They say that their orders now are in every instance for five times the quantity that they formerly purchased.

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (120 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York—or a single carton (TEN TABULES) will be sent for five cents. 144 cartons, making 12 dozens or one gross, are sold for \$1.23, which is exactly 3 cents a carton.



When the PRINTERS' INK man went into the office of the Hosterman Publishing Company in Springfield, Ohio, to see why copy for the *Republic-Times* ad wasn't forthcoming, Mr. Hosterman said that he didn't know as there was anything particular to say about his daily this week.

"Subscribers dropping off?"

"Oh, no," said Hosterman, "we're getting new subscribers every day."

"Getting scooped in the news department?"

"Well, hardly. That's not the *Republic-Times* way."

"Not carrying many ads, are you?"

"More than we've had for several years. Local advertisers are pushing trade—as well they may, for Springfield is feeling the effects of dollar wheat—and foreign advertisers are crowding us, because they have learned that the *Republic-Times* is far and away Springfield's best paper. No one denies it."

"Great heavens!" said the PRINTERS' INK man, "it seems to me that you could fill several pages with that kind of talk."

But this page is all he took.



1,035 Orders

Received during the month of October without the aid of any salesmen is a record which none of my competitors can equal.

They ranged in size from 25 cents to \$65.00 and every one of them was accompanied by the cash, otherwise I would not ship them. Sixty per cent of them came from my own city, which is positive proof that my inks are

Best Liked Where Best Known.

The printers of New York City realize that my advent into the ink business was a blessing, as they can send to my place and buy a one-quarter pound can of any shade desired, and know that they are buying as cheap as the large consumer, and will be treated with the same alacrity. There is no job ink under the sun that I am not glad to match in one-quarter pound cans for 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a one-quarter pound can. My news ink is sold in 25 lb. kegs at 6 cents a lb., in 100 lb. kegs at 5 cents a lb., and in 500 lb. barrels at 4 cents a lb. Cash must accompany every order. If they are not found as represented (the best in the world) I buy them back and pay all freight charges. Send for my price list. Address

Printers Ink Jonson,

8 Spruce Street, New York.

THE LEADERS

among Rhode Island newspapers on both
CIRCULATION AND ADVERTISING
are unquestionably the

Evening and Sunday Telegram

Figures do not lie and here are the figures that prove the TELEGRAM's position.

SALES, OCTOBER, 1897.

<i>TOTAL NET SALES, Evening Telegram</i>	861,640
<i>DAILY AVERAGE</i>	33,140
<i>TOTAL NET SALES, Sunday Telegram</i>	174,080
<i>AVERAGE PER SUNDAY</i>	34,816

The best evidence that the merchant appreciates the TELEGRAM's superiority as an advertising medium, is presented in the following:

SIX MONTHS' RECORD.

May, June, July, August, September, October, 1897.

Inches of paid Advertising in Evening and Sunday Telegram.....	143,288
Total inches, all kinds of Advertising, in Daily and Sunday Journal	130,188
Excess in inches of Advertising in Evening and Sunday Telegram over Daily and Sunday Journal.....	13,100
Total inches, all kinds Advertising, in Evening Bulletin and Sunday Journal combined.....	140,708
Excess in inches of Advertising in Evening and Sunday Telegram over Bulletin and Sunday Journal combined	2,580
Inches paid Advertising Sunday Telegram.....	35,209
Total inches, all kinds of Advertising in Sunday Journal.....	12,564
Excess in inches of Advertising in Sunday Telegram over Sunday Journal.....	22,645

For Advertising Rates address
PROVIDENCE TELEGRAM PUBLISHING CO.,
Providence, R. I.



The Chicago Weekly Dispatch,

The great Free Silver weekly of Illinois.
Circulation, 25,000, and increasing at
the rate of 2,000 a week. ~~~~~

There are only a few Big Weekly
Newspapers in the country. You can
count them all on the fingers of your
two hands. ~~~~~

If the present ratio of increase continues
THE CHICAGO WEEKLY DIS-
PATCH will, before the end of next
year, be the biggest of the Big Ones.
Advertising rates, 10 cents a line. Special
rate of 5 cents a line to all who contract
for space before January 1st next. ~~~~~

THE CHICAGO DISPATCH,
115 & 117 Fifth Avenue,
CHICAGO, ILL.

C. E. SHERIN,
American Tract Society Building,
NEW YORK CITY,
Eastern Representative.

**The Favorite Newspaper
in Michigan**

is now, and has been so for 64 years,

**The Detroit
Free Press**

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is :

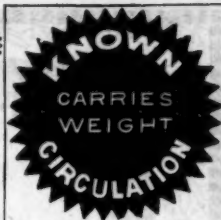
Daily,	-	-	36,323
Sunday,	-		47,331
Twice-a-Week,			100,495

Rates and sample copies on application
to the home office or to

R. A. CRAIG,
41 Times Building, New York City.

**GOOD,
HONEST,
FAMILY
PAPER**

**CLEAN NEWSY
BRIGHT
ENTERTAINING**



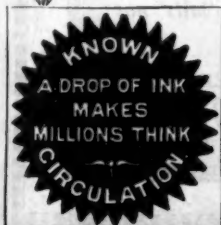
ELMIRA TELEGRAM

**Circulation
Exceeding**

100,000

A. FRANK RICHARDSON

TRIBUNE BUILDING, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON



**PLEASES
READERS,
PAYS
ADVERTISERS
AND
BRINGS
RESULTS**

And Still it Grows !

BRANN'S ICONOCLAST

Published monthly at Waco, Texas.
Chaste but vigorous, saucy but not
impudent. Paid circulation for November, 1897,

80,000 copies

or greater than both the paid and unpaid
circulation of all Texas dailies, morning
and evening, combined.

This we are prepared to prove. In three
years we have not printed 3,000 papers
which we did not sell. We have no free
list. We do not carry a subscriber be-
yond the time for which he has paid.
*Quack doctor and snide jewelry "ads" not
accepted at any price.*

You can examine the paper at almost any news-stand in the
United States, on almost any passenger train. Write for rate card
if it impresses you as a paper that is read and "passed around."

Some People

.. .. don't
quite understand how it
is that we keep our

**cars
full of bright,
live ads.**

Well, the secret is easily
guessed. Advertisers of
known fame do business
with us continuously be-
cause our system, meth-
ods and real value of

**street car
advertising**

as conducted by us is so
evident that they "get
the best." The moral is
obvious.

GEO. KISSAM & CO.
253 Broadway, New York.

Nothing in elevated railroad
advertising equals the display
on the

BROOKLYN "L."

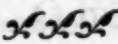
Let us show you over this
road if you desire to see real
elevated railroad advertising
properly done and at reason-
able rates.




GEO. KISSAM & CO.


253 Broadway, New York.

A Prominent Advertising Man

from the Pacific coast said of the street cars in which GEO. KISSAM & CO. control advertising that you see the largest and most prominent advertisers always there, and the appearance of the display is invariably superior to all others in their line. 

Nothing in elevated railroad
advertising equals the display
on the 

BROOKLYN "L."




Let us show you over this
road if you desire to see real
elevated railroad advertising
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prominent advertisers al-
ways there, and the appear-
ance of the display is
invariably superior to all
others in their line.   

6000 Ideas

$\frac{1}{10}$ Cent each

To find out about them send
2-cent stamp to H. M. Hill, Tri-
bune Building, New York City.